

Reg. No:.....

**Second Year MHA Degree Regular/Supplementary Examinations  
November 2022**

**Marketing for Health Care Service and Strategic Management  
(2013 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw table/diagrams/flow charts wherever necessary*
- *Write section A and section B in separate answer books (32 Pages). Do not mix up questions from section A and section B.*

**QP CODE: 228380      Section A – Marketing for Health Care Service      Marks: 50**

**Essay: (20)**

1. Explain product life cycle with the help of a neat flow diagram of a PLC for healthcare product. Give suggestions for the success of the same product in different stages.

**Short essay: (10)**

2. Define the term advertising. Explain the significance of appropriate promotion mix in the present competitive environment. Give examples to support your answer.

**Short notes: (4x5 =20)**

3. Explain psychological factors affecting consumer behavior.
4. Describe the scope of marketing research in healthcare.
5. Explain targeting in brief.
6. What are factors influencing design of distribution channels.

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**QP CODE: 229380      Section B- Strategic Management      Marks: 50**

**Essay: (20)**

1. Discuss the Michael Porter's Five-force model of industry analysis with suitable illustration.

**Short essay: (10)**

2. Give a detailed account on various human resources activities that contribute to the effective strategy implementation

**Short notes: (4x5=20)**

3. Describe two main styles of strategic leadership.
4. What are few strategies for retrenchment of overstaffed employees.
5. Describe one technique of strategic evaluation and control.
6. Discuss strategic issues of a non-profit organization.

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