

Reg. No:.....

**Second Year MHA Degree Supplementary Examinations March 2024**

**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. Discuss the need for segmenting markets and briefly explain the major variables used to segment consumer markets.

**Short essay: (10)**

2. Define Marketing mix. Describe Marketing mix for hospitals.

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

3. Short note on Macro environment.
4. Characteristics of a good market research.
5. Short note on types of advertising media and also their merits and demerits.
6. Significance of Product positioning.

-----

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

**Essay: (20)**

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

**Short essay: (10)**

2. Critically examine the usefulness of BCG matrix as a tool of strategic management.

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

3. Distinguish between objectives and goals.
4. Business Process Reengineering.
5. Criteria for strategy selection.
6. Joint Ventures.

\*\*\*\*\*