

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.
