

**Second Year MHA Degree Regular/Supplementary Examinations
October 2025**

**Marketing for Health Care Service and Strategic Management
(2013 and 2016 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 the concept of 'marketing mix' and illustrate its application in healthcare

Short essay: (10)

2. Opportunities and challenges in marketing environment

Short notes: (4x5 =20)

3. Functions of marketing management
4. How do you plan a promotional campaign
5. Significance of product positioning
6. What is the pricing procedure in a hospital

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

Essay: (20)

1. Describe the need and process for environmental appraisal

Short essay: (10)

2. Discuss the advantages and limitations of growth strategies

Short notes: (4x5=20)

3. Explain the chief properties of BCG matrix
4. Describe various issues which can affect strategic decision making process
5. What are the characteristics of objectives and state the need for establishing objectives in an Organization
6. Describe the need of pursuing retrenchment strategy to a company
