

Second Year MHA Degree Supplementary Examinations March 2026

**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 need for market segmentation and discuss the major variables used to segment consumer markets.

Short essay: (10)

2. Define branding. Discuss the methods of branding with special reference to the healthcare sector.

Short notes: (4x5 =20)

3. Channels of distribution.
4. Community health care programs for public relations.
5. Project development cycle.
6. Market information system.

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

Essay: (20)

1. Explain how to conduct a strategy evaluation. Describe the process of strategy implementation and operational control.

Short essay: (10)

2. Briefly explain organizational capability factors and their role in strategy implementation.

Short notes: (4x5=20)

3. SWOT analysis.
4. Strategic leadership skills.
5. Disinvestment and liquidation.
6. BPR
