

[LB 1012]

OCTOBER 2012

Sub. Code: 2024

**MBA HOSPITAL AND HEALTH SYSTEM  
MANAGEMENT DEGREE EXAMINATION  
SECOND YEAR**

**PAPER IV – BUSINESS POLICY AND STRATEGIC MANAGEMET**

*Q.P. Code : 432024*

**Time : 3 hours  
(180 Min)**

**Maximum : 100 marks**

**Answer ALL questions in the same order.**

**I. Elaborate on :**

**Pages Time Marks  
(Max.)(Max.)(Max.)**

- |  |    |    |    |
|--|----|----|----|
| 1. Define Business Policy and why are policies required?   | 17 | 40 | 20 |
| 2. Elaborate on Product Diversification with relevant examples from the Market and why is diversification important? | 17 | 40 | 20 |

**II. Write Notes on:**

- |  |   |    |   |
|--|---|----|---|
| 1. What are the various types of policies in a business organization.                  | 4 | 10 | 6 |
| 2. What is SWOT and how does it help in strategy formulation?                          | 4 | 10 | 6 |
| 3. Vision, Mission and Purpose Guide Strategy?   | 4 | 10 | 6 |
| 4. What are strategic control systems?   | 4 | 10 | 6 |
| 5. What are the prerequisites for Strategy Implementation?                             | 4 | 10 | 6 |
| 6. Structure should support strategy? Explain  | 4 | 10 | 6 |
| 7. With increasing competition building a competitive advantage is essential? Discuss. | 4 | 10 | 6 |
| 8. What is organizational self analysis?   | 4 | 10 | 6 |
| 9. Differentiate between Corporate Image and Brand Image?                              | 4 | 10 | 6 |
| 10. What is the Government's role in Business Rationalization?                         | 4 | 10 | 6 |

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