

[LF 1014]

OCTOBER 2014

Sub.Code :2024

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMS
SECOND YEAR
(2011-2012 Batch onwards)
PAPER IV – BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Q.P. Code: 432024

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Who are all the strategists in a super-speciality Hospital? Explain their role in strategic management.
2. Outline the strategic plan for a NABH accredited Hospital in Chennai.

II. Write notes on:

(10 x 6 = 60)

1. How are mission statement formulated?
2. Explain the relationship between strategic and operations management.
3. Discuss the concept of product diversification.
4. How will you match environment with the system of perfect environment?
5. “Strategic management is essential for healthcare set-up” – Discuss.
6. Explain business portfolio analysis on hospital perspectives.
7. Describe the various strategies for international operations of Hospital.
8. Give two illustrations to show how government priorities can significantly affect the strategic choice made by a private hospital.
9. Why does the need for developing contingency strategies arise?
10. Explain briefly:
 - a) Pure conglomerate extension
 - b) Acquisition
 - c) Offensive strategy
