

[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 |

[LC 0413]

APRIL 2013

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

Maximum : 100 marks

I. Elaborate on :

(10x2=20)

1. The principles of Policy Formulation?
2. Strategy is derived from the organization vision and Mission Statement. Discuss.

II. Write Notes on:

(10x6=60)

1. Evolution of Strategic Management.
2. Relationship between organizational management and strategic management.
3. what is the need for product diversification?
4. How is Corporate Image essential for an organization.
5. What is a portfolio analysis?
6. What is an acquisition and a joint venture Compare and Contrast?
7. Why is environmental scanning required for strategy formulation.
8. What do you understand by merger and what are the various types?
9. What are various forces than impact an organizational strategy?
10. How does culture impact managerial effectiveness?

[LD 1013]

OCTOBER 2013

Sub. Code: 2024

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

PAPER IV – BUSINESS POLICY AND STRATEGIC MANAGEMENT

Q.P. Code : 432024

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Enumerate the strategic issues involved in Indian business situation.
2. Explain corporate image. What are the various dimensions of corporate image incorporating the survey method.

II. Write notes on:

(10x6=60)

1. What is social auditing? Explain its procedure.
2. What are the significant difference between operational planning and strategic planning?
3. Bring out the importance of different types of merger.
4. “Strategic management is essential for Indian business”. – Discuss.
5. What do you understand by the term nationalization in business?
6. Explain market penetration and market development.
7. What is joint venture? Cite some examples of joint venture done between Indian and foreign countries.
8. Explain the term social marketing.
9. Discuss the method of formulating a new and revised policy.
10. Write short notes on:
 - a. Integration
 - b. Defensive Strategy
 - c. Structure

[LE 0414]

APRIL 2014

Sub. Code: 2024

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

PAPER IV – BUSINESS POLICY AND STRATEGIC MANAGEMENT

Q.P. Code : 432024

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Elaborate the impact of technology in business prevails in India by giving suitable examples.
2. Define matching system. Explain the turbulent environment of matching the system with business.

II. Write notes on:

(10x6=60)

1. What are the process of acquisition and their relative merits and demerits?
2. Explain the relationship between strategic management and operation management.
3. What is self-analysis of organization? Cite some examples.
4. “Corporate and brand image are dependent” – Substantiate.
5. What are the different types of diversification and why organization should resort to diversification as strategic measures?
6. What are the challenges faced by managers in their efforts to globalize business?
7. Explain business ethics.
8. Explain the term business automation.
9. What are the types of policies used in corporation?
10. Write short notes on:
 - a. Offensive strategy
 - b. Differentiation strategy
 - c. Conglomerate diversification

[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

[LH 1015]

OCTOBER 2015

Sub. Code: 2024

MBA (HOSPITAL & HEALTH MANAGEMENT)
(from 2011-2012 Batch onwards)
SECOND YEAR
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. Explain the Strategic Management process in detail.
2. Bring out the types of Strategies which are applied in the organization.

II. Write notes on:

(10 x 6 = 60)

1. Explain the Vision and Mission with examples.
2. What is corporate level strategy?
3. Explain the types of policies in an organization.
4. Explain the concept of Competitive Advantage.
5. Write short notes on:
(a) Industry Analysis (b) Merger (c) Acquisition
6. Explain the strategies to develop the new product.
7. What is porter's concept towards strategies?
8. Explain the strategic Implementation towards the business in an organization.
9. Explain the Control process in Strategies o adopt the changes in the organization.
10. What is meant by Social Auditing?
