

[LP 1019]

OCTOBER 2019

Sub. Code: 5041

MASTER OF HOSPITAL ADMINISTRATION EXAMS
(Regulations for the candidates admitted from 2017-2018)
SECOND YEAR
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT

Q.P. Code : 435041

Time : Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Diversification strategy with reference to any case in India like ITC, Amul, Rasna, etc.
2. Environmental analysis particularly industry analysis, competitive analysis and organizational analysis.

II. Write notes on:

(10 x 6 = 60)

1. SWOT Analysis as a prelude for strategic planning.
2. Different types of mergers possible.
3. Limitations of the concept of strategy.
4. Comment of mission statements of any three organizations.
5. Porter's five force model.
6. Differentiate between Social marketing and social auditing.
7. Explain: a) Core Value b) Core Purpose c) Leverage.
8. Matching the system to the environment.
9. Different types of Business policies.
10. Importance of strategic management.

[LQ 1019]

NOVEMBER 2020
(MAY 2020 EXAM SESSION)

Sub. Code: 5041

MASTER OF HOSPITAL ADMINISTRATION
(Regulations for the candidates admitted from 2017-2018)
SECOND YEAR
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT

Q.P. Code : 435041

Time : Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Growth strategy with reference to any recent merger/acquisitions like Walmart-Flipcart, Vijaya Bank-Dena Bank-Bank of Baroda, Vodafone-Idea-Aditya Birla etc.
2. Essential steps in the strategic management process.

II. Write notes on:

(10 x 6 = 60)

1. Discuss various extension strategies.
2. Basic procedures and benefits of social auditing.
3. Differences/correlations between business policy & strategic management.
4. Compare and contrast offensive and defensive strategies.
5. Mc Kinsey's 7S framework.
6. Difference between "market development" and "market penetration".
7. Various types of differentiation.
8. How Corporate image is different from brand image.
9. Policy and Strategy: A Comparison.
10. Barriers to entry.

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 0321]

MARCH 2021

Sub. Code: 5041

(OCTOBER 2020 EXAM SESSION)

MASTER OF HOSPITAL ADMINISTRATION (AHS)

SECOND YEAR (Admitted in 2017-2018)

PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT

Q.P. Code : 435041

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain strategic management process and how strategic decisions are implemented to benefit the hospital.
2. Do a SWOT analysis of health care industries what strategies do you suggest for the survival of private multispeciality hospital.

II. Write notes on:

(10 x 6 = 60)

1. Write note on vision of a business.
2. Describe business ethics with suitable examples.
3. Describe product diversification with suitable example.
4. Write note on social marketing.
5. Short note on need for business policy.
6. Describe types of environment.
7. Distinguish between brand image and corporate image.
8. Write a note on acquisition.
9. Differentiate the operational and strategic planning.
10. What are the two basic integration strategy with example?

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[AHS 0122]

**JANUARY 2022
(OCTOBER 2021 EXAM SESSION)**

Sub. Code: 5041

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
SECOND YEAR (Admitted in 2017-2018)
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT
*Q.P. Code : 435041***

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain in detail about business strategies with suitable examples.
2. Think of a corporate hospital and draw a business plan for a hospital you thought.

II. Write notes on:

(10 x 6 = 60)

1. Example the elements of business policy.
2. Describe the corporate social responsibility.
3. Describe marketing strategies to improve multispecialty hospitals.
4. How NABH standards affect strategic decision in the event of pandemic.
5. Describe collaboration.
6. Distinguish between horizontal and conglomerate merger with examples.
7. Short note on social auditing and its benefits.
8. What is offensive and defensive strategy?
9. Describe organization life-cycle.
10. What are the benefits of outsourcing strategies to hospitals?

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[AHS 0522]

MAY 2022

Sub. Code: 5041

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
SECOND YEAR (Admitted in 2017-2018)
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT
*Q.P. Code : 435041***

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Discuss the impact of environmental factors on the performance of a hospital.
2. Explain porter's five force model and its implication of hospitals in two-tier cities.

II. Write notes on:

(10 x 6 = 60)

1. Describe the various techniques of strategic evaluation and control.
2. Write note on mission of a business.
3. Short note on takeover.
4. Relationship between strategic management and operational management.
5. Write note on joint venture.
6. What is strategic plan and explain its types.
7. What are the objectives of strategic management?
8. Explain the important of health care policies.
9. Business portfolio analysis.
10. Describe strategic implementation in single speciality hospital.

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[AHS 1022]

OCTOBER 2022

Sub. Code: 5041

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
SECOND YEAR (Admitted in 2017-2018 & 2020-2021)
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT**

Q.P. Code : 435041

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain in detail the aspects of SWOT analysis, do a detailed SWOT analysis of any hospital of your choice.
2. Explain in detail about various business strategies and its applicability with appropriate examples.

II. Write notes on:

(10 x 6 = 60)

1. Explain the aspects of joint venture along with example from healthcare field.
2. Describe how organizations can analyze themselves from strategic perspective.
3. Describe the life cycle of an organization.
4. Explain corporate and brand image and the differences between the two.
5. Explain about market penetration with appropriate example.
6. Explain the need and importance of business policy.
7. Explain about social audit and its benefits.
8. Briefly explain the distinguishing aspects between operational and strategic planning.
9. Explain about business portfolio analysis.
10. Briefly explain the core aspects of business ethics.

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[AHS 1023]

OCTOBER 2023

Sub. Code: 5041

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
SECOND YEAR (From 2020-2021 onwards)
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT**

Q.P. Code: 435041

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain in detail about various business strategies with appropriate examples from health care industry.
2. Draw up a strategic plan for a healthcare organization of your choice.

II. Write notes on:

(10 x 6 = 60)

1. Explain about McKinseys 7S framework.
2. Write about acquisition with appropriate example.
3. Write about the relationship between strategic and operational management.
4. Explain about social marketing with appropriate example.
5. Explain briefly about types of diversification.
6. Explain industry analysis and its aspects.
7. Explain the various strategies to be used for business extension.
8. Explain the importance of goals for a healthcare organization with appropriate examples.
9. Briefly explain about the management environments.
10. Explain the survey method for determining corporate image.

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[AHS 1025]

OCTOBER 2025

Sub. Code: 5041

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
SECOND YEAR (Candidates admitted in 2020-2021)
PAPER I – ESSENTIAL OF STRATEGIC MANAGEMENT**

Q.P. Code: 435041

Time: Three hours

Answer ALL Questions

Maximum: 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. a) Explain the types of Policies used in a corporation and evaluate its needs and importance of formulation.
b) Draw a framework for single/ multi- specialty hospital with effective strategic steps.
2. a) Discuss the major ethical challenges encountered in healthcare organizations from the perspective of business ethics.
b) Write in detail about the concept of Portfolio Analysis in Healthcare management and outline its importance.

II. Write notes on:

(10 x 6 = 60)

1. Discuss the role of business policies with regard to company goals, plans and strategies.
2. Differentiate Merger from Acquisition.
3. What is Product diversification and brief about the types?
4. Do SWOT Analysis for well-known tertiary healthcare organization and provide suggestions for enhancement.
5. Explain: a) Social Audit b) Social Performance c) Social Marketing
6. Describe Organizational Life Cycle.
7. How is strategy different from a strategic plan?
8. Explain the roles of Competitive Analysis, Industry Analysis and Self-Analysis in policy development.
9. What are administrative vs functional policies?
10. What does a marketing orientation add to policy development?
