

[LN 1018]

OCTOBER 2018

Sub. Code: 5011

**MASTER OF HOSPITAL ADMINISTRATION EXAMS**  
**(Regulations for the candidates admitted from 2016-2018)**  
**SECOND YEAR**  
**PAPER I – ESSENTIALS OF STRATEGIC MANAGEMENT**

*Q.P. Code : 435011*

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Steps involved in a strategic plan.
2. Need and importance of Business Policies.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Different forms of extension.
2. Policy and Strategy: A Comparison.
3. Stable and turbulent environment.
4. Diversification Strategies.
5. Rationale behind performing SWOT Analysis.
6. Limitations of the concept of strategy.
7. Difference between operational and strategic planning.
8. Defensive strategy vs offensive strategy.
9. The process of Environment Analysis.
10. Corporate image vs brand image.

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