

[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
