

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

[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.
