

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

[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?
