

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

[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.
