

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

**[AHS 1022]**

**OCTOBER 2022**

**Sub. Code: 5041**

**MASTER OF HOSPITAL ADMINISTRATION (AHS)  
SECOND YEAR (Admitted in 2017-2018 & 2020-2021)  
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 the aspects of SWOT analysis, do a detailed SWOT analysis of any hospital of your choice.
2. Explain in detail about various business strategies and its applicability with appropriate examples.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Explain the aspects of joint venture along with example from healthcare field.
2. Describe how organizations can analyze themselves from strategic perspective.
3. Describe the life cycle of an organization.
4. Explain corporate and brand image and the differences between the two.
5. Explain about market penetration with appropriate example.
6. Explain the need and importance of business policy.
7. Explain about social audit and its benefits.
8. Briefly explain the distinguishing aspects between operational and strategic planning.
9. Explain about business portfolio analysis.
10. Briefly explain the core aspects of business ethics.

\*\*\*\*\*