



Institute of Health Management Research

MBA Hospital and Health Management

Batch-20th (2015-2017)

Health Management

Strategic Management

Term Examination



Time-2.30 Hrs.

M.M-70

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|------------|---|-----------|
| Q 1 | Describe the "benefits" of adopting strategic management approach to an organization. When strategic management fails? | 12 |
| Q 2 | What do you understand by "strategy". Explain strategy as a behavior of the organization. | 12 |
| Q 3 | Describe the interdependence stages of strategic management. | 12 |
| Q 4 | What do you understand by "strategic decision making" and how it is different from decision making in general? Describe "key characteristics" of strategic decision making. | 12 |
| Q 5 | You are working as a District Manager for a Health Program in one of the district. For improving your program's performance, you need to take strategic decisions. How can you make better strategic decision making? Describe the eight steps you will follow to make better strategic decisions for your program as District Manager. | 12 |
| Q 6 | Briefly describe the meaning of "strategic intent" and associated concepts. | 10 |