



Institute of Health Management Research

Master of Business Administration

Hospital and Health Management

Batch-21st (2016-2018)

Health Management

Strategic Management

Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page.

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| Q 1 | What do you mean by "strategic management"? Describe the "benefits" of adopting strategic management approach to a health care organization. | 10 |
| Q 2 | Briefly describe the four "stages of strategic management". | 12 |
| Q 3 | Write a short note on "strategic decision making" and describe "key characteristics" of strategic decision making. | 12 |
| Q 4 | Write short note on "modes of strategic decision making" (proposed by Henry Mintzberg and Quinn). | 12 |
| Q 5 | What do you mean by "strategic implementation"? Describe key steps to transfer a strategy into plan of action. | 12 |
| Q 6 | What do you understand by "strategic control"? Why it is important for programme managers to establish strategic control within the programme? | 12 |