



Institute of Health Management Research

MBA Hospital and Health Management

Batch-27th (2022-2024) Hospital Management

Second Year, Term 5 End Term Examination, December 2023

HOM-708 Strategic Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Answer each of the following in one sentence:

- What is missing in this Vision Statement of Apollo Hospitals?
'Our vision is to 'Touch a Billion Lives'.
- What is missing in this Mission Statement of Apollo Hospitals?
'Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research, and healthcare for the benefit of humanity.'

Part B

(Maximum Marks: 15)

Answer the following question.

Q2. Fortis Healthcare Limited is a leading, pan Asia-Pacific, integrated healthcare delivery provider. The healthcare verticals of the company span diagnostics, primary care, day care specialty and hospitals, with an asset base in 7 countries (Dubai, Hong Kong, India, Mauritius, Singapore, Sri Lanka, and Nepal,) many of which represent the fastest-growing healthcare delivery markets in the world. Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.

What market entry strategies would you suggest for Fortis Hospitals and Why?

Part C

(Maximum Marks: 30)

Answer the following questions (15 marks each).

- Q3.** Dr. Jay Apte earned an integrated degree in Allopathic and Ayurvedic medicine from Poona (now Pune) University in, India. She also has a Master's degree (MS) in Biomedical Sciences, from University of North Texas (UNT). With AyurFoods, started in 2007, Dr. Jay gives Ayurfoods - a line of "ready-to-cook", delicious and tasty food packages for busy, health conscious people in the US. These products which can be cooked in just a few minutes, contains all natural ingredients, are 100% Vegan, 100% free from any preservatives, artificial colors and additives and are completely satisfying. You are asked to conduct an External Environmental Analyses for Ayur Foods. What steps will you take?
- Q4.** Dr. Jay Apte earned an integrated degree in Allopathic and Ayurvedic medicine from Poona (now Pune) University in, India. She also has a Master's degree (MS) in Biomedical Sciences, from the University of North Texas (UNT). With AyurFoods, started in 2007, Dr. Jay gives Ayurfoods - a line of "ready-to-cook", delicious and tasty food packages for busy, health conscious people in the US. These products which can be cooked in just a few minutes, contains all natural ingredients, are 100% Vegan, 100% free from any preservatives, artificial colors and additives and are completely satisfying. Write Mission and Vision statements for Ayur Foods. Develop a marketing and positioning strategy for Ayur Foods.

Enrolment No.: