



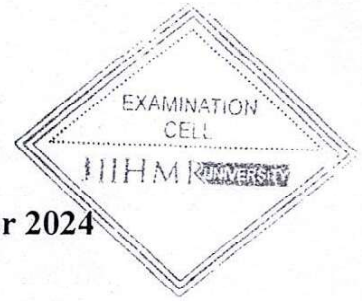
Institute of Health Management Research

MBA Hospital and Health Management

Batch-28th (2023-2025) Health Management

Second Year, Term 4 End Term Examination, November 2024

HEM-708 Strategic Management



Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Fill in the blanks (1 mark each):

- A desire for the future state of the organization is called _____.
- The value chain is subdivided into two main headings. These are primary activities and _____.
- The first task of strategic planning is _____.
- Internal analysis enables an organization to determine its _____.
- The _____ comprises economic and social conditions, political priorities and technological developments, all of which must be anticipated, monitored, assessed and incorporated into the executive's decision making.

Part B

(Maximum Marks: 7.5 M each)

Answer any two of the following questions (7.5 mark each).

- Who are the types of Strategists? What are their roles in Strategic Decision-Making Process? Explain with the help of suitable example.
- Define Strategic Intent. Explain hierarchy of strategic intent and its importance in strategic decision making?
- Discuss any two with suitable examples
 - Value chain analysis
 - SPACE
 - Stakeholder analysis
 - Need capacity assessment

Part C**(Maximum Marks: 30)**

Read the following case and answer any two of the following questions (15 mark each):

In the rural district of "Itrana", a village in Rajasthan vaccination coverage rates for children under five are below 40%, significantly lower than national averages. This low coverage rate is attributed to several factors. The Ministry of Health is concerned about low vaccination coverage and seeks a strategy to improve vaccination rates, especially targeting communities resistant to immunization.

- Q5. How would you assess the environment of the village with an aimed at increasing vaccination coverage? Discuss the essential steps.
- Q6. Describe various issues and stakeholders which can affect Strategic Decision-Making process of vaccination program in the current context.
- Q7. Assume you are required to design a strategy plan to increase vaccination coverage in the mentioned rural area. Mention the essential steps of designing the plan.
- Q8. Discuss types of adaptive strategies. What adaptive strategies can be designed and implemented to increase vaccination coverage in the current setting comparing urban vs. rural population?

