

No. of Printed Pages : 03

Roll No. ....

**CC881**

**M.H.A. EXAMINATION, 2020**

(Third Semester)

(B Scheme) (Main & Re-appear)

(MHA)

MHA201B

**STRATEGIC MANAGEMENT IN  
HEALTHCARE**

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

1. What do you mean by strategic management in health care ? Explain its different levels used for health care decision-making.
2. Explain the process of strategic management and discuss its importance of health care system in present scenario in India.
3. What do you mean by organization appraisal ? Explain different methods used for organization appraisal in health care organization in India.
4. Write short notes on the following :
  - (a) Explain the importance of Competitor analysis.
  - (b) Role of BCG and GEC matrix in formulation of health care strategic planning.
5. What do you mean by directional strategy ? Explain its process and importance in health care organization.
6.
  - (a) Explain the role of positioning strategic in healthcare.
  - (b) Explain the importance of combination strategies.

7. What do you mean by value adding service delivery strategies ? Explain its importance.
8. What do you mean by action plan of health care ? Explain its process and importance.