



[Time: 3 Hours]

[Max. Marks: 100]

HOSPITAL ADMINISTRATION

Strategic Management and Project Management

Q.P. CODE: 8727

Your answers should be specific to the questions asked.

Draw neat, labeled diagrams wherever necessary.

LONG ESSAY

1 X 20 = 20 Marks

1. Define environment. Explain the components of environment. Discuss the importance of SWOT analysis in strategic planning with an example.

SHORT ESSAY (Answer any Seven)

7 X 10 = 70 Marks

2. Define strategy. Discuss the strategic decision making process. Briefly explain the levels at which strategy operates.
3. What is growth strategy? Discuss the three important strategies of growth. When and why does a company choose growth strategy?
4. Discuss the inter-relationship between formulation and implementation. Write a note on the role of functional and operational policy and plan in strategic implementation.
5. What are the different steps involved in evaluation and control process? KRAs – a tool to boost up employee productivity. Comment.
6. Define project management. Briefly discuss the phases of Project management. What is Work Breakdown Structure (WBS) and how is it useful for project planning?
7. What is CPM how is it useful in project management? Discuss the advantages and disadvantages of CPM.
8. Write a note on the importance of Porter's five force model and McKinsey's 7s Model in strategic management.
9. Describe the significance and components of feasibility study in project development.

SHORT ANSWERS (Answer any Five)

05 X 02 = 10 Marks

10. Business analytics
11. What are the reasons for strategic plans to fail?
12. Four important features of effective control system
13. Project manager as a line manager
14. Stability strategy
15. What is the difference between product management and project management?

* * * * *