



## BRAINWARE UNIVERSITY

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Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

**Term End Examination 2024-2025**

**Programme – MBA(HM)-2024**

**Course Name – Strategic Management in Healthcare**

**Course Code - MHM20115**

**( Semester II )**

**Full Marks : 60**

**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### **Group-A**

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Choose the primary goal of strategic management in healthcare.
  - a) Improve financial stability
  - b) Enhance patient outcomes
  - c) Align resources with long-term goals
  - d) Increase hospital staff
- (ii) Infer the primary benefit of SWOT analysis in strategic planning.
  - a) Helps identify strengths and weaknesses
  - b) Predicts market share
  - c) Guarantees financial growth
  - d) Focuses only on threats
- (iii) Choose the primary goal of strategic planning in healthcare organizations.
  - a) Reducing patient care
  - b) Increasing administrative workload
  - c) Improving healthcare service quality and efficiency
  - d) Limiting technological advancements
- (iv) Show how leadership affects healthcare strategy execution.
  - a) Aligning organizational goals with employee performance
  - b) Ignoring workforce training
  - c) Reducing accountability
  - d) Decreasing communication efficiency
- (v) Select a critical factor for successful strategic execution.
  - a) Clear objectives, communication, and resource allocation
  - b) Unstructured decision-making
  - c) Random goal setting
  - d) Eliminating collaboration
- (vi) Select a common risk in strategic decision-making.
  - a) Enhanced innovation
  - b) Improved staff engagement

- c) Stronger operational efficiency      d) Lack of alignment between strategy and execution
- (vii) Show the importance of forecasting in strategic healthcare planning.  
a) Ignoring competitor analysis      b) Reducing compliance monitoring  
c) Predicting patient demand and resource allocation      d) Eliminating budget planning
- (viii) Determine a critical factor influencing healthcare adaptive strategies.  
a) Ignoring regulatory shifts      b) Eliminating digital transformation  
c) Limiting response to competition      d) Flexibility in responding to market changes
- (ix) Infer a challenge in developing strategic alternatives.  
a) Reducing competitive research      b) Ignoring industry trends  
c) Balancing cost and innovation      d) Eliminating workforce training
- (x) Mark a core element of clinical performance assessment.  
a) Avoiding regulatory requirements      b) Ignoring patient outcomes  
c) Monitoring key performance indicators (KPIs)      d) Eliminating quality improvement efforts
- (xi) Select a strategy for evaluating market positioning in healthcare.  
a) Ignoring industry benchmarks      b) Analyzing competitive advantages  
c) Reducing quality assurance efforts      d) Eliminating brand awareness
- (xii) Show a critical strategy in malaria eradication programs.  
a) Vector control and insecticide-treated nets (ITNs)      b) Reducing public awareness  
c) Eliminating anti-malarial drugs      d) Ignoring early diagnosis
- (xiii) Select a common strategy in developed countries' health policies.  
a) Early disease detection and preventive care      b) Reducing healthcare funding  
c) Ignoring technological advancements      d) Eliminating digital health initiatives
- (xiv) Recommend a strategy to improve global healthcare access.  
a) Developing sustainable health financing models      b) Ignoring public-private partnerships  
c) Reducing telemedicine outreach      d) Eliminating mobile health programs
- (xv) Tell a critical aspect of strategic family planning programs.  
a) Reducing contraceptive outreach      b) Expanding reproductive healthcare services  
c) Ignoring adolescent health      d) Eliminating prenatal checkups

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. How does strategic management benefit healthcare organizations? (3)
3. Classify the key components of strategic management. (3)
4. Explain the importance of situational analysis in healthcare strategic planning. (3)
5. Compare proactive and reactive strategies in healthcare. (3)
6. Criticize the challenges in implementing water supply and sanitation programs. (3)

OR

Criticize the challenges of strategic planning in family planning programs. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate how Porter's Generic Strategies apply to healthcare organizations. (5)
8. Compare rational, incremental, and mixed models of strategic decision-making in healthcare. (5)
9. What are the key steps in strategic choice and decision-making? (5)
10. Estimate the impact of digital transformation on strategic healthcare management. (5)
11. Explain malaria eradication strategies and their challenges. (5)
12. Justify the need for community-based approaches in international health programs. (5)

OR

Evaluate the role of strategic partnerships in achieving Sustainable Development Goal (SDG) 3 (5)  
(Good Health and Well-Being).

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