



BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme – MBA(HM)-2022 Course Name – Strategic Management in Healthcare Course Code - MBAHM402 (Semester IV)

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

- Choose the correct alternative from the following :
- (i) How does economic instability in certain regions affect multinational corporations?
 - a) It increases market demand
- b) It decreases consumer purchasing power
- c) It reduces exchange rate fluctuations
- d) It has no impact on profitability
- (ii) What factor can influence the cost of production and pricing strategies for multinational corporations?
 - a) Political stability

- b) Economic growth
- c) Exchange rate fluctuations
- d) Access to capital
- (iii) Which economic indicator provides insights for strategic planning?
 - a) GDP growth rates

b) Inflation rates

c) Unemployment levels

- d) All of these
- (iv) Outline the reason behind multinational corporations diversifying their geographic presence.
 - a) To increase economic instability
- b) To concentrate risk in specific regions
- c) To mitigate risks associated with economic instability
- d) To limit market opportunities
- (v) Show the aspect of economic conditions that affects consumer spending patterns.
 - a) Exchange rate fluctuations
- b) Political stability

c) Trade policies

- d) Access to credit
- (vi) Show the role of strong vision and mission statements in building trust among stakeholders.
 - a) By limiting credibility

- b) By decreasing differentiation
- c) By creating trust and credibility
- d) By fostering employee disengagement
- (vii) Illustrate the Contribution of Visionary Statements to Fostering Innovation Culture in an organization
 - a) By encouraging conformity
- b) By limiting strategic focus

c) By inspiring innovation

d) By reducing adaptability and resilience

(viii) Interpret the evolutionary patterns of strategy	influence that changes in organizational	
structure over time.	b) By hindering diversification and integratio	n
a) By promoting centralization of decision-	efforts	"
making c) By accommodating organic growth and	d) By discouraging specialization and focus	
increasing complexity (ix) Outline the reason for creating specialized dep	artments or business units by an	
organization.	b) Diversification and Integration strategies	
a) Centralization vs. Decentralization Customer-Centricity	a) specialization and Focus	
c) Customer-Centricity (x) Outline a consequence of adopting digital tech	b) Increase in centralization of decision-	
 Decrease in specialization and focus 	making	
 c) Creation of new digital departments (xi) Discover from the following the term "level of management. 		
a) The number of products or services offered	 b) The level of risk associated with a firm's investments 	
by a firm c) The geographic spread of a firm's operations	 d) The degree to which a firm operates in multiple industries or markets 	
(xii) Analyze the definition of market power in the	context of strategic management.	
 a) The ability of a firm to influence government policies 	 b) The level of brand recognition a firm enj in the market 	oys
c) The speed at which a firm can bring new products to market (xiii) Analyze the way by which market power control	 d) The ability of a firm to control prices, output, and market conditions 	
	1.1	
 a) By decreasing barriers to entry in the market 	b) By reducing the firm's market share	
 c) By limiting the firm's control over its pricing strategy 	and influence market outcomes	ces
(xiv) Choose from the following options in which are strategy.	n acquisition contribute to a firm's growth	
a) By reducing market share	b) By decreasing profitability	
c) By providing access to new customers, technologies, or resources (xv) Market commonality explains	d) By increasing operational costs	
a) The similarity between competitors'	b) The number of markets in which a firm	and
products.	its competitors are jointly involved.	
 c) The extent to which competitors share resources. 	 d) The level of brand recognition among competitors. 	
Gro	oup-B	
		x 5=15
2. Explain some common challenges organizations	face in strategic management?	(3)
3. Outline the ways by which strategic management foster innovation within an organization.		(3)
Identify the risks associated with managing a firm mitigated.	The state of the s	(3)
5. Analyze the term "dynamic capabilities" in the context of SWOT analysis.		(3)
6. Assess the primary motivations for companies to	pursue acquisitions or mergers. OR	(3)
Compare the three primary types of generic stra	tegies proposed by Michael Porter.	(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Assess the ways healthcare systems around the world address disparities in access and (5)outcomes among different population groups. (5)8. Determine the strategies that can be employed to ensure the sustainability of healthcare systems in the face of aging populations and increasing healthcare demands. (5) 9. Analyze reviews, surveys, and feedback to understand customer satisfaction and expectations. 10. How do a company 's vision and mission statements shape its approach to the competitive (5) landscape? 11. Explain the key elements of a strategic management process and its contribution to achieve (5) organizational objectives. (5) 12. Explain the importance of market positioning in determining strategic competitive outcomes. (5) Explain the strategies that can be used to navigate cultural differences while entering international healthcare markets.