

**International Institute of Health Management Research (IIHMR)
New Delhi**

Batch 2016- 2018 (Term Exam)

Time : 3 hrs

Total marks: 70

Strategic Planning and Management in Healthcare HOM 708 & HEM 708

Long Question: Attempt any two (30 marks each)

1. Elaborate the process of strategy formulation through SWOT analysis with suitable example.
2. How will you plan for a virtual hospital using strategic planning approach.
3. How will you apply strategic management principles to address health inequity?

4. Short Questions: Attempt any four (10 marks each)

- a. PEST
- b. Advocacy Skills
- c. Negotiation Skills
- d. Emotional Competencies
- e. Networking Skills
- f. Listening Skills