

**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