



## SECTION A: COMPULSORY (30 MARKS)

### QUESTION ONE

- a) Outline the major phases of the strategic management process in health care organizations. (4 marks)
- b) Define the BCG matrix model in strategic management. (4 marks)
- c) Distinguish between SWOT analysis and PESTLE analysis. (4 marks)
- d) State two differences between corporate strategy and business strategy. (4 marks)
- e) Highlight six important questions of strategic thinking. (6 marks)
- f) Define any two stability strategies. (4 marks)
- g) List 4 ethical principles to consider in strategic management. (4 marks)

## SECTION B: ANSWER ANY TWO (2) QUESTIONS (40 MARKS)

### QUESTION TWO

Discuss any five factors that influence the intensity of competition in healthcare industry. (20 marks)

### QUESTION THREE

Explain four ways in which you can apply the balanced score card in strategic management in healthcare organizations giving concrete examples. (20 marks)

### QUESTION FOUR

Analyze how Michael Porter's five forces model help managers to identify the opportunities and threats confronting a company giving examples in health sector in Kenya. (20 marks)