

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**IV Semester Bachelors in Hospital Administration Degree Examination - 08-**  
**May-2026**

**Time: Three Hours**

**Max. Marks: 80 Marks**

**STRATEGIC MANAGEMENT - (RS)**  
**Q.P. CODE: 3243**

Your answers should be specific to the questions asked  
Draw neat, labeled diagrams wherever necessary

**LONG ESSAYS (Answer any Two)**

**2 x 10 = 20 Marks**

1. Explain project and procedure implementation in strategic implementation
2. Explain business level strategies
3. Write note on internal and external analysis

**SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. Write a note on portfolio strategies
5. Write a note on potential pitfalls in differentiation
6. Explain key success factors
7. Explain structural implementation
8. What are the guidelines to framing effective strategic management?
9. Write note on SWOT analysis of internal environment
10. Write a note on related and unrelated diversification
11. Write note on strategic evaluation
12. Explain corporate culture
13. Explain corporate politics and use of power

**SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. Explain the difference between strategic implementation and strategic formulation
15. What is strategic surveillance?
16. What are business level strategies?
17. What is superior innovation?
18. What is forward integration?
19. Explain goals, objectives
20. What is cost leadership?
21. Difference between policy and procedure
22. What is environmental scanning?
23. What is merger?
24. What is social audit?
25. What is benchmarking?

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