

Rajiv Gandhi University of Health Sciences, Karnataka
IV Semester Bachelors in Hospital Administration Degree Examination - 29-
Dec-2022

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. Write importance of implementation in strategic management. Explain strategic evaluation
2. What is business policy? Explain purpose and objective of business
3. What is environmental appraisal? Write a note on different type of environmental appraisal

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Explain structural implementation in strategic management
5. Write a note on diversification
6. Explain types of organizational structures
7. Write a note on retrenchment strategy
8. Explain managerial control
9. Explain personal characteristics of leaders. Write difference between leaders and managers
10. Explain functional implementation
11. Write a note on potential pitfalls is cost leadership
12. Write a note on competitive advantage
13. Explain corporate politics and use of power

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Write a note on Porters five forces model
15. What is merger?
16. What is micro environment?
17. Define SBU
18. Explain SWOT analysis
19. Characteristics of business policy
20. Explain horizontal integration
21. What is 7's of McKinsey model?
22. Name the different phases of project
23. What is liquidation?
24. Difference between policy and procedure
25. What is mission statement and write an example?
