

Rajiv Gandhi University of Health Sciences, Karnataka  
IV Semester Bachelors in Hospital Administration Degree Examination - 24-  
May-2023



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 McKinsey 7's Model
2. Explain strategic implementation process
3. Explain different evaluation techniques for operational control

**SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. What is stability strategy? When it is adopted?
5. Explain the purposes and objectives of business policy
6. Explain SWOT analysis
7. Discuss role of leadership in development of strategies
8. Explain strategic planning process
9. Mention different levels of strategy. Explain various functional strategies of organization
10. What is a corporate policy? Explain its uses
11. Write a note on social audit
12. What is social responsibility? Explain briefly company and its social responsibility
13. Explain need and reasons for failure of strategic management

**SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. What is environmental scanning?
15. What is expansion and merger strategy?
16. What is SBU and KRA?
17. What is strategic implementation and strategic formulation?
18. What is organizational strength and weakness?
19. Differentiate between strategy formulation and strategy implementation
20. What is restructure strategy?
21. What is cost leadership?
22. What is strategic decision making?
23. What is project implementation?
24. Differentiate between corporate policy and corporate procedure
25. Mention any four classification of business policy

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