

# Rajiv Gandhi University of Health Sciences, Karnataka

**IV Semester Bachelors in Hospital Administration Degree Examination - 29-  
Nov-2024**

**Time: Three Hours**

**Max. Marks: 80**

## **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. Describe the process of internal and external environmental scanning
2. Consider the case of a hospital and suggest how a system of operational control will work in such an institution
3. Discuss in detail the functional strategies adopted by the managers

### **SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. Explain the concept of strategic management
5. What are the criteria that you feel should be considered while evaluating a strategy?
6. How are strategies activated through procedural implementation? Explain
7. Discuss the various aspects to be considered while planning of strategies
8. Explain the steps in strategic control
9. Explain the various components of marketing policies
10. What is stability strategy? What are the types of stability strategy?
11. Differentiate between strategy formulation and strategy implementation
12. Describe the importance of strategy
13. What is the rationale behind performing "SWOT Analysis"?

### **SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. What is strategy implementation?
15. What do you mean by business policy?
16. What is SBU?
17. What do you mean by business environment?
18. What do you mean by organizational appraisal?
19. What do you understand by merger / acquisition?
20. Mention any four areas of social responsibility
21. What is a program?
22. What is strategic analysis?
23. Describe the concept of strategic control
24. What is strategic surveillance?
25. Name the business level strategies

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