

## Rajiv Gandhi University of Health Sciences, Karnataka

IV semester Bachelors in Hospital Administration Degree Examination – OCT-2019

Time: Three Hours

Max. Marks: 80 Marks

### Strategic Management

**Q.P. CODE: 1315**

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 social responsibility of business towards various sections of society.
2. Explain SWOT analysis.
3. Explain project and procedure implementation in strategic implementation.

#### SHORT ESSAYS (Answer any Eight)

**8 x 5 = 40 Marks**

4. Explain need for strategic management.
5. Explain key success factors.
6. Explain various components of marketing policies.
7. Explain the importance of strategic evaluation.
8. Explain social audit.
9. Explain value chain analysis.
10. Explain social responsibility of business towards consumers.
11. Explain the importance of business policy.
12. Explain different kinds of merger.
13. Explain corporate culture.

#### SHORT ANSWERS (Answer any ten)

**10 x 2 = 20 Marks**

14. What is strategy?
15. What is mission?
16. What is procedure?
17. What is cost leadership?
18. What is stability strategy?
19. What is benchmarking?
20. What is environmental scanning?
21. What is strategic surveillance?
22. What is premise control?
23. What is seven 7's of McKinsey model?
24. What is program?
25. Mention any four areas of social responsibility.

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