

[Time: 3 Hours]

[Max. Marks: 100]

HOSPITAL ADMINISTRATION
STRATEGIC MANAGEMENT AND PROJECT MANAGEMENT (RS-4)
Q.P. CODE: 8727

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

LONG ESSAY**1 X 20 = 20 Marks**

1. Discuss the steps in strategic planning process. How to use expansion strategy to grow your sales? Discuss illustrate BCG growth share matrix.

SHORT ESSAY (Answer any Seven)**7 X 10 = 70 Marks**

2. Discuss the components of environment in detail. Write a note on importance of SWOT analysis in strategic planning.
3. Write a note on Business level strategy. Mergers are the key part of corporate growth strategy. Discuss.
4. Discuss the different issues involved in strategic implementation. Write a note on the role of structural implementation in strategic implementation.
5. What are the different steps involved in evaluation and control process? KRAs – a tool to boost up employee productivity. Comment
6. What is project life cycle in project management? Why is work breakdown structure important?
7. Discuss the significance of strategic management in an organization. Briefly explain the levels at which strategy operates.
8. Discuss the importance of PERT and CPM in project management.
9. Describe why feasibility study is necessary in project development.

SHORT ANSWERS (Answer any Five)**05 X 02 = 10 Marks**

10. Define strategy.
11. PEST analysis
12. Procedural implementation
13. Operational control
14. What is the difference between product management and project management?
15. Business Intelligence

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