



Rajiv Gandhi University of Health Sciences, Karnataka

IV semester Bachelors in Hospital Administration Degree Examination – APRIL-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 McKinsey 7's model.
2. Explain various steps involved in strategic implementation.
3. Explain strategic evaluation and control.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Explain features of business policies.
5. Explain need for strategic management.
6. Explain program, procedure and budget.
7. Explain value chain analysis.
8. What is stability strategy? When is this strategy adopted?
9. What are the steps involved in strategy implementation?
10. Explain corporate culture.
11. What are the various components of financial policies?
12. Explain social audit.
13. Explain social responsibility of business towards customer.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is strategy?
15. What is policy?
16. What is vision?
17. What is forward integration?
18. What is cost leadership?
19. Mention levels of strategy.
20. What is environmental scanning?
21. What is meant by merger?
22. What is key result area?
23. What is social responsibility?
24. What is corporate politics?
25. What is rule?
