

Rajiv Gandhi University of Health Sciences, Karnataka

IV semester Bachelors in Hospital Administration Degree Examination – April 2017

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 steps involved in implementation of strategy.
2. Explain different levels of strategy.
3. What is environmental scanning? Explain different components of environmental scanning.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Explain different kinds of business policies.
5. Explain role of strategy in strategic management.
6. Explain components of marketing policies.
7. Explain different kinds of merger.
8. Mention the strategic planning process.
9. Explain structural implementation.
10. Explain business ethics.
11. Explain strategy evaluation process.
12. Explain SWOT analysis.
13. Explain decentralization.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is meant by activating strategy?
15. What is strategic management?
16. What is mission?
17. Mention any four features of business policies.
18. What is strategic surveillance?
19. What is budget?
20. What is meant by SBU?
21. What is meant by stability strategy?
22. What is benchmarking?
23. What is backward integration?
24. What is procedure?
25. What is social audit?
