



## **Rajiv Gandhi University of Health Sciences, Karnataka**

IV semester Bachelors in Hospital Administration Degree Examination – May 2016

**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. What do you mean by implementation of strategies? Discuss the importance of strategic management.
2. What is strategic plan? Explain briefly the process of strategic planning with neat diagram.
3. Explain SBU.

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

**8 x 5 = 40 Marks**

4. Explain the different levels of strategies.
5. Explain Strategic business units, cost leadership and decentralization.
6. Write a note on social audit and social responsibilities.
7. Explain the different aspects of strategy implementation.
8. Explain briefly situation analysis.
9. Explain functional strategies, plans and policies.
10. Write a note on strategic evaluation and control.
11. Explain the importance of environmental scanning.
12. Explain the role of strategist in strategic decision-making.
13. Explain corporate culture.

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

**10 x 2 = 20 Marks**

14. What is strategic management?
15. What is Organizational design and change?
16. What is SBU?
17. What is strategy?
18. What is situation analysis?
19. What is strategic plan?
20. What is merger?
21. What is key result area?
22. What is stability strategy?
23. What is expansion?
24. What is the difference between formulation and implementation?
25. What are the importances of business policy?

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