



Rajiv Gandhi University of Health Sciences, Karnataka

IV semester Bachelors in Hospital Administration Degree Examination – Sep 2012

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 is environmental scanning? Explain different components of external environment.
2. Explain the issues in strategy implementation
3. Explain merger strategy.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. What are the features of business policy?
5. Explain need for strategic management.
6. Explain key success factors.
7. Mention the strategic planning process.
8. Explain expansion strategy. When is this strategy adopted?
9. What are the steps involved in strategy implementation?
10. Explain the various components of marketing policies.
11. Explain strategy evaluation process.
12. What are the evaluation techniques for operational control?
13. Explain social responsibility of business towards consumers.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is strategic planning?
15. Mention any four features of business policy.
16. What is vision?
17. What is backward integration?
18. What is cost leadership?
19. What is social audit?
20. What is functional structure?
21. What is strategic surveillance?
22. What is implementation control?
23. Mention any four areas of social responsibility.
24. What is a program?
25. Mention levels of strategy

