

Rajiv Gandhi University of Health Sciences

IV Semester M.H.A Degree Examination - 28-Oct-2019

[Time: 3 Hours]

[Max. Marks: 100]

HOSPITAL ADMINISTRATION

Strategic Management and Project Management

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. What is meant by strategy implementation? Briefly explain structural implementation in strategic implementation.

SHORT ESSAY (Answer any Seven)

7 X 10 = 70 Marks

2. Explain need for strategic management.
3. Explain the reasons for failure of strategic management.
4. Explain value chain analysis.
5. Explain the importance of strategic evaluation.
6. Briefly explain project life cycle.
7. Explain the roles of project manager.
8. Explain marketing and technical feasibility in project management.
9. What is stability strategy? Explain the reasons for stability strategy.

SHORT ANSWERS (Answer any Five)

05 X 02 = 10 Marks

10. What is strategic planning?
11. What is meant by PERT?
12. Write a short note on project management triangle.
13. What is meant by WBS?
14. State the meaning of project cost.
15. What is corporate level strategy?

* * * * *