

Rajiv Gandhi University of Health Sciences, Karnataka
IV Semester Bachelors in Hospital Administration Degree Examination - 29-Oct-2025

Time: Three Hours

Max. Marks: 80 Marks

STRATEGIC MANAGEMENT - (RS)
Q.P. CODE: 3243

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. Write note on internal and external analysis
2. Explain strategic planning. Explain different forms of corporate level strategies
3. Write a note on functional and operational implementation

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Write a note on importance of strategic management
5. Explain the benefits of good and effective organizational structure
6. Write a note on business policy
7. Write note on differentiation
8. Write note on functional strategies
9. Explain corporate strategy
10. Operational control
11. Discuss two main styles of leadership
12. Explain strategic decision making process
13. Write a note on BCG matrix

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Write a note on integration functional plans and policies
15. What is strategic surveillance?
16. What is social audit?
17. What is liquidation?
18. Write a note on corporate culture
19. Define focus strategy
20. What are four stages of industry life cycle?
21. Write components of mission statement
22. Write a note on behavioural implementation in strategic management
23. Differentiate between goals and objectives
24. Reason for divestment
25. What is forward integration? Give example
