Rajiv Gandhi University of Health Sciences, Karnataka

IV Semester Bachelors in Hospital Administration Degree Examination - 02-Nov-2026

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. Explain the steps involved in project implementation and procedure implementation.
2. Explain structural considerations and structures for strategies in detail.
3. What is environmental appraisal? Write a note on different types of environmental appraisal.

SHORT ESSAYS (Answer any Eight) **8 x 5 = 40 Marks**

4. Write a note on types of organization structure.
5. Explain managerial control.
6. Write a note on purpose of key result area.
7. Enumerate corporate social responsibility.
8. What are the operational and personnel dimensions of functional plants and policies?
9. Explain about operational control.
10. Enumerate corporate level strategies.
11. Discuss the concept of environment.
12. What are the various criteria for evaluation strategy? Explain.
13. Describe business policy.

SHORT ANSWERS (Answer any ten) **10 x 2 = 20 Marks**

14. What is policy?
15 Differentiate between opportunities and threats.
16. What is decentralization?
17. Process of strategic management.
18. Define decision-making.
19. What is SBU?
20. What is strategic plan?
21. What do you mean by strategy?
22. What is corporate culture?
23. What are the aspects of strategy implementation?
24. Define corporate politics.
25. Write the differences between manager and leader.

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