

Rajiv Gandhi University of Health Sciences, Karnataka
IV Semester Bachelors in Hospital Administration Degree Examination - 27-
Nov-2023

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 Strategic Business Units (SBU) in detail
2. Discuss strategists and their role in strategic management
3. Explain the process involved in implementation of strategies

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Write a note on Portfolio strategies
5. Write a note on potential pitfalls in differentiation
6. Explain elements of competitive advantage
7. Write a note on structural implementation
8. Explain the need of strategic management and application of strategic management
9. Reason for company's failure or success
10. Write a note on related and unrelated diversification
11. Write note on company's social responsibilities
12. Explain corporate politics and power
13. How do you assess external environment?

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What are functional strategies?
15. Explain KRA
16. Mention features of policy
17. What is expansion strategy?
18. What are core competencies?
19. Characteristics of effective vision statement
20. Write a note on decentralization
21. Value chain analysis
22. Vertical integration
23. Diversification strategies
24. Write a note on project implementation
25. What is behavioural implementation?
