

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - **HOSPITAL ADMINISTRATION**

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a primary activity in Porter's Value Chain? A) Inbound logistics B) Marketing and sales C) Operations D) Human resource management	K1	CO1
	2	Which of the following best describes an organizational profile? A) A detailed financial analysis B) A summary of organizational structure and culture C) A market share report D) An employee satisfaction survey	K2	CO1
2	3	Which of the following is NOT a component of PESTLE analysis? A) Political B) Environmental C) Technical D) Social	K1	CO2
	4	What does the "R" in the VRIO framework represent? A) Rarity B) Reliability C) Responsiveness D) Relevance	K2	CO2
3	5	Which level of strategy focuses on how to compete successfully in particular markets? A) Corporate Level B) Business Level C) Functional Level D) Operational Level	K1	CO3
	6	Which of the following is NOT a market entry strategy? A) Licensing B) Direct Investment C) Outsourcing D) Joint Ventures	K2	CO3
4	7	In the BCG Matrix, which category represents a business unit with high market share and low growth? A) Stars B) Dogs C) Question Marks D) Cash Cows	K1	CO4
	8	Which of the following is NOT part of Ansoff's Product-Market Matrix? A) Market Development B) Product Development C) Competitive Advantage D) Diversification	K2	CO4
5	9	Which perspective is NOT part of the Balanced Scorecard? A) Financial B) Customer C) Supply Chain D) Internal Processes	K1	CO5
	10	Which of the following is a key component of the Balanced Scorecard? A) Market Share B) Stakeholder Engagement C) Learning and Growth D) Cost Reduction	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the process of setting long-term objectives in strategic management.	K4	CO1
	(OR)			
	11.b.	Analyze the importance of having a clear vision and mission statement in strategic management.		
2	12.a.	Explain the key objectives of a healthcare organization.	K5	CO2
	(OR)			
	12.b.	Evaluate the importance of PESTLE analysis in the healthcare industry.		
3	13.a.	Explain the role of market entry strategies in expanding a healthcare organization into a new region.	K5	CO3
	(OR)			
	13.b.	Evaluate the differences between adaptive strategies and positioning strategies.		
4	14.a.	Analyze the GE Nine Cell Matrix and its purpose in portfolio analysis.	K4	CO4
	(OR)			
	14.b.	Examine the Strickland's Grand Strategy Selection Matrix in making strategic choices.		
5	15.a.	Construct the Balanced Scorecard for measuring performance in a hospital.	K6	CO5
	(OR)			
	15.b.	Discuss the differences between Blue Ocean and Red Ocean strategies.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine the application of Porter's Value Chain in a real-world organization.	K4	CO1
2	17	Analyze how Porter's Five Forces can help a healthcare organization.	K4	CO2
3	18	Explain the relationship between corporate, business, and functional strategies.	K5	CO3
4	19	Evaluate the application of Ansoff's Product-Market Matrix for a healthcare organization.	K5	CO4
5	20	Discuss the key problems in establishing strategic controls.	K6	CO5

Z-Z-Z END