

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**MSc DEGREE EXAMINATION DECEMBER 2025**  
(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	Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities. a. strategy-formulation      b. strategy-implementation c. long-range planning      d. short-range planning	K1	CO1
	2	The means by which long-term objectives will be achieved are a. mission statements      b. strategies. c. vision statements.      d. long-term goals.	K2	CO1
2	3	Which environment can create new markets and new business segments? a. Political environment      b. Economic environment c. Sociocultural environment      d. Technological environment	K1	CO2
	4	Which of the following is not part of the micro environment? a. Technology      b. Shareholders c. Competitors      d. Publics	K2	CO2
3	5	Strategic Management handles a. External issues      b. Administrational issues c. Internal issues      d. Management issues	K1	CO3
	6	The primary focus of strategic management is a. Strategic analysis      b. The total organization c. Strategy formulation      d. None	K2	CO3
4	7	Competitive advantage can best be described as _____ a. Perfect Competition in The Market b. Advantages of Competition c. Increased Efficiency of the organization d. Stand out the organization	K1	CO4
	8	The BCG matrix is mainly designed to analyse _____ a. Current strategy of the organization b. Long-term strategic planning c. Short-term strategic planning d. Revenue generated by the organization	K2	CO4
5	9	Removing the barriers for group countries is known as _____ a. Horizontal Integration      b. Vertical Integration c. Internal Integration      d. Regional Integration e. All the above	K1	CO5
	10	The balance score card supplies top managers with a _____ view of business a. long term financial      b. detailed and complex c. simple and routine      d. fast but comprehensive	K2	CO5

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	“Mission describes the present and vision the future”. With this statement in mind compare mission and vision statements.  (OR)	K4	CO1
	11.b.	Explain porter’s value chain.		
2	12.a.	State PESTLE analysis briefly with its merits.  (OR)	K5	CO2
	12.b.	Elaborate VRIO frame work.		
3	13.a.	Demonstrate the directional strategies.  (OR)	K5	CO3
	13.b.	Evaluate the positioning strategies helps the organization growth.		
4	14.a.	Bring out the BCG matrix in detail.  (OR)	K5	CO4
	14.b.	Briefly explain the Ansoff’s product market matrix.		
5	15.a.	Sight out the difference between Backward Integration and Forward Integration.  (OR)	K6	CO5
	15.b.	Distinguish blue ocean strategies and red ocean strategies.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	“Business strategies are partly proactive and partly reactive” – Explain.	K4	CO1
2	17	Analysis of macro environment of healthcare industry.	K5	CO2
3	18	Explain the market entry strategy frame work.	K5	CO3
4	19	Draw and explain BCG matrix and GE multi factor matrix.	K5	CO4
5	20	Bring out the importance of balance score method and the problems of measuring performance.	K6	CO5