

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

$(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following refers to the long-term direction and scope of an organization? a) Mission b) Strategy c) Objective d) Governance	K1	CO1
	2	Corporate Social Responsibility (CSR) in the Indian context mainly emphasizes: a) Profit maximization only b) Legal compliance only c) Balancing economic, social, and environmental responsibilities d) Export orientation only	K2	CO1
2	3	What does Environmental Scanning primarily focus on? a) Internal communication b) Analyzing external and internal environment c) Employee training d) Product pricing	K1	CO2
	4	Factors to be considered for effective Environmental Scanning include: a) Relevance, accuracy, and timeliness of information b) Only competitor data c) Employee turnover rate d) Marketing slogans	K2	CO2
3	5	Which of the following is a Business Level Strategy? a) Diversification b) Cost Leadership c) Strategic Alliance d) Conglomerate Merger	K1	CO3
	6	Organizational capability factors refer to: a) External threats and opportunities b) Resources, skills, and competencies that give competitive advantage c) Competitors' strategies only d) Government policies	K2	CO3
4	7	Who plays a key role in motivating people and driving strategic change? a) Strategic Leaders b) Shareholders c) Customers d) Competitors	K1	CO4
	8	Why is organizational design important in strategy implementation? a) It reduces financial costs b) It ensures the structure supports strategy execution c) It eliminates the need for policies d) It guarantees market leadership	K2	CO4
5	9	Which of the following refers to the process of monitoring and assessing the outcomes of strategies? a) Strategic Formulation b) Strategic Evaluation c) Strategic Leadership d) Strategic Surveillance	K1	CO5
	10	The role of information systems in strategic evaluation is to: a) Store employee details only b) Provide timely, accurate, and relevant data for decision-making c) Replace leadership in organizations d) Eliminate the need for financial audits	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.	Explore the elements of the Strategic Management process. (OR)	K3	CO1
	11.b.	Construct the differences between Vision, Mission, Goals, and Objectives in strategic management.		
2	12.a.	Apply the concept of environment to analyze how a retail business might adapt to changes in consumer preferences. (OR)	K3	CO2
	12.b.	Imagine you are a manager of a manufacturing firm. How would you use environmental scanning to predict market trends?		
3	13.a.	Analyze how the dynamics of internal environment influence the competitiveness of an organization. (OR)	K4	CO3
	13.b.	Break down the process of strategic choice into its key analytical steps and explain their interrelationships.		
4	14.a.	Examine the importance of strategy implementation compared to strategy formulation. (OR)	K4	CO4
	14.b.	Explain which functional strategy (finance, marketing, operations, HR, or IT) plays the most decisive role in overall strategy implementation, with reasons.		
5	15.a.	Explain the simple framework for strategic evaluation and control in a small-scale business. (OR)	K2	CO5
	15.b.	Describe a step-by-step evaluation process suitable for a start-up enterprise.		

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	Explain the elements of the Strategic Management process.	K4	CO1
2	17	Analyze the concept of environmental sectors (economic, social, technological, political, and legal) to analyze a given business scenario and suggest strategic adjustments.	K4	CO2
3	18	Examine the organizational capability factors of a company and determine which capabilities provide a competitive advantage.	K4	CO3
4	19	Assess the role of resource allocation in strategic implementation and justify how misallocation can impact organizational performance.	K5	CO4
5	20	Evaluate the plan for strategic surveillance and operational control for a multinational firm, ensuring timely identification of deviations from objectives.	K5	CO5