

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSC DEGREE EXAMINATION DECEMBER 2023  
(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	Strategy is _____. a. Completely Proactive & Completely Reactive b. Partly Proactive & Partly Reactive c. Neither Proactive Nor Reactive d. Proactive Only	K1	CO1
	2	What is the starting point of Strategic Intent? a. Goal b. Objective c. Vision d. Mission	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	How many cells are there in a SWOT matrix? a.6 b.9 c.5 d.2	K2	CO2
3	5	Strategic Management handles a. External issues b. Administrative issues c. Internal issues d. Management issues	K1	CO3
	6	Functional strategies are sometimes called _____. a. Process Strategies b. Corporate Strategies c. Business-unit level Strategies d. Operational Strategies	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 organisation d. Stand out the organisation	K1	CO4
	8	The GE nine cell model is based on _____. a. Industry attractiveness & Business Strength b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth & Relative market share	K2	CO4

Cont...

5	9	In which of the following scenarios is a joint venture likely to be more attractive than acquisition? a. Horizontal integration      b. Vertical integration c. New market entry          d. Larger resource pool	K1	CO5
	10	The foundation of blue ocean strategy is _____ a. Evaluation                      b. Creativity c. Core strength                  b. Value Innovation	K2	CO5

**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.	Define Strategic Management. Explain briefly characteristics of Strategic Management.	K4	CO1
		(OR)		
	11.b.	Draw and describe the process of Strategic Management. List the elements of Strategic Management.		
2	12.a.	State environmental analysis. Discuss components of a company's external environment.	K5	CO2
		(OR)		
	12.b.	Elaborate Porter's five forces model.		
3	13.a.	Demonstrate the strategic management process.	K5	CO3
		(OR)		
	13.b.	Evaluate the positioning strategies helps the organization growth.		
4	14.a.	Bring out the bases of competitive advantage.	K5	CO4
		(OR)		
	14.b.	Briefly explain the functional strategies with its importance.		
5	15.a.	Sight out the difference between Backward Integration and Forward Integration.	K6	CO5
		(OR)		
	15.b.	Distinguish blue ocean strategies 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	"Business strategies are partly proactive and partly reactive" – Explain.	K4	CO1
2	17	Draw the diagram of porter's five force model and explain one force in detail.	K5	CO2
3	18	Explain operational strategy with its impact on the project.	K5	CO3
4	19	Draw and explain BCG matrix and GE multi factor matrix.	K5	CO4
5	20	Bring out the social responsibilities of hospitals to the society.	K6	CO5

Z-Z-Z END