



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: SOM-ICRI

Course: Strategic Management

Semester: III

Program: Hospital and Healthcare Management

Course Code: MGT517

MaxMarks: 50 **Duration (mins):** 2Hrs

Answer all of the following:

1. Corporate Strategy(2)
2. Environmental threat and opportunity profile (ETOP)(2)
3. Strategic Vision(2)
4. Defensive Strategies(2)
5. Strategic Control(2)

Answer any 2 of the following:

1. Define Strategy. Explain Strategic Planning cycle and Strategy at different levels. (5)
2. Explain Environmental Analysis in detail with suitable examples. (5)
3. Explain Porter's Generic Competitive Strategies and five forces analysis. (5)

Answer any 3 of the following:

1. Define Value Chain and Explain Porter's Value Chain Analysis. (10)
2. Explain in detail about SWOT analysis and TOWS analysis with examples.(10)
3. Explain various strategic alternatives: a) BCG Matrix b) GE Nine Cell Matrix. (10)
4. Explain various Offensive and Defensive strategies, their Advantages and Disadvantages.(10)
5. Explain Various perspectives and steps involved in balanced Scorecard.(10)