

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April 2019

Full Marks: 60

Pass Marks: 27

Time: 3 Hrs.

BIM / Seventh Semester / MGT 208: Business Strategy

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 1 = 10]

1. What do you mean by strategic decision?
2. Mention different types of business level strategy.
3. Enlist any four components of objectives.
4. What do you mean by core competency?
5. Define hypercompetition with one example.
6. Enlist the major areas of internal environment analysis.
7. What do you mean by diversification?
8. List the component of suitability of the strategy choice.
9. Draw the lines of divisional organizational structure.
10. Define leadership capabilities.

Group "B"

Short Answer Questions:

[6 × 5 = 30]

11. Explain the steps of strategic planning with examples.
12. Write the importance of an effective mission statement in modern organization.
13. Explain the major steps in preparing ETOP and its advantages.
14. Discuss the methods of strategy development.
15. What are the major contributions of BCG matrix in corporate strategic choice? Explain.
16. Highlight the impact of leadership on vision, values and culture.

Group "C"

Comprehensive Answer Questions:

[4 × 5 = 20]

17. Read the following case carefully and answer the questions given below:

A group of Nepali businessman is planning to run a new hospital named City Hospital in Maharajung chowk. The hospital is under the construction and in few months it is planning to operate its services. The hospital is located at the centre. Though it is very convenient to the people and easy to find its location, there are many hospitals around it.

The major services provide by the hospital are ENT, Pediatric, General Surgery, Gastro-entomology, Nephrology, Cardiology, Dermatology .

Among these services, they are mainly focusing to Diabetes and Thyroid patient. The hospital has its own laboratory and planning to provide a customize service to patients. Realizing the busy schedule and the long queues in the hospital it has planned to facilitate its customers by providing the services at their home or business at their convenience. They plan to provide the home

services like collecting blood samples, fully automatic lab at their home in the first phase. Furthermore, the appointment can be made immediately in the single phone call and emails.

In the distance of hundred meters, there are several hospitals named as Chirayau, Grande hospital, one of the popular hospital. Similarly Teaching hospital, Om hospital and research centre, national Medicare hospital are in the nearer distance which are known for their service and operated there for more than 15 years. So in this scenario, it seems that the City hospital has to face a lot of threats and have a cut throat competition with its competitors.

Questions:

- a. What are the main issues related to Business Strategy in this case?
- b. How the hospital can get strategic advantages as there is already so many established hospitals in the nearer distance? Discuss.
- c. If you are appointed as a strategic manager, what kind of strategies would you adopt to achieve objectives of the hospital and why?
- d. What service does the hospital need to differentiate itself? Explain.

