

- (viii) Interpret the evolutionary patterns of strategy influence that changes in organizational structure over time.
- a) By promoting centralization of decision-making
 - b) By hindering diversification and integration efforts
 - c) By accommodating organic growth and increasing complexity
 - d) By discouraging specialization and focus
- (ix) Outline the reason for creating specialized departments or business units by an organization.
- a) Centralization vs. Decentralization
 - b) Diversification and Integration strategies
 - c) Customer-Centricity
 - d) Specialization and Focus
- (x) Outline a consequence of adopting digital technologies on organizational structure.
- a) Decrease in specialization and focus
 - b) Increase in centralization of decision-making
 - c) Creation of new digital departments
 - d) Reduction in customer-centric strategies
- (xi) Discover from the following the term "level of diversification" refer to in strategic management.
- a) The number of products or services offered by a firm
 - b) The level of risk associated with a firm's investments
 - c) The geographic spread of a firm's operations
 - d) The degree to which a firm operates in multiple industries or markets
- (xii) Analyze the definition of market power in the context of strategic management .
- a) The ability of a firm to influence government policies
 - b) The level of brand recognition a firm enjoys in the market
 - c) The speed at which a firm can bring new products to market
 - d) The ability of a firm to control prices, output, and market conditions
- (xiii) Analyze the way by which market power contribute to a firm's competitive advantage.
- a) By decreasing barriers to entry in the market
 - b) By reducing the firm's market share
 - c) By limiting the firm's control over its pricing strategy
 - d) By increasing the firm's ability to set prices and influence market outcomes
- (xiv) Choose from the following options in which an acquisition contribute to a firm's growth strategy.
- a) By reducing market share
 - b) By decreasing profitability
 - c) By providing access to new customers, technologies, or resources
 - d) By increasing operational costs
- (xv) Market commonality explains
- a) The similarity between competitors' products.
 - b) The number of markets in which a firm and its competitors are jointly involved.
 - c) The extent to which competitors share resources.
 - d) The level of brand recognition among competitors.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain some common challenges organizations face in strategic management? (3)
3. Outline the ways by which strategic management foster innovation within an organization. (3)
4. Identify the risks associated with managing a firm's resource portfolio, and how can they be mitigated. (3)
5. Analyze the term "dynamic capabilities" in the context of SWOT analysis. (3)
6. Assess the primary motivations for companies to pursue acquisitions or mergers. (3)

OR

- Compare the three primary types of generic strategies proposed by Michael Porter. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Assess the ways healthcare systems around the world address disparities in access and outcomes among different population groups. (5)
8. Determine the strategies that can be employed to ensure the sustainability of healthcare systems in the face of aging populations and increasing healthcare demands. (5)
9. Analyze reviews, surveys, and feedback to understand customer satisfaction and expectations. (5)
10. How do a company 's vision and mission statements shape its approach to the competitive landscape? (5)
11. Explain the key elements of a strategic management process and its contribution to achieve organizational objectives. (5)
12. Explain the importance of market positioning in determining strategic competitive outcomes. (5)

OR

Explain the strategies that can be used to navigate cultural differences while entering international healthcare markets. (5)
