

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – COMMERCE (COST & MANAGEMENT ACCOUNTING)

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. What type of strategy is stability strategy?
(i) Corporate level (ii) Functional level
(iii) Strategic level (iv) Business level
2. Which of these is not a reason why some firms do no strategic planning?
(i) Laziness (ii) Competitive leadership
(iii) Honest difference of opinion (iv) Poor reward structures
3. The strategic management process is
(i) Set of activities that are guaranteed to prevent organizational failure
(ii) A process that is concerned with a firm's resources, capabilities, and competencies, but not the conditions in its external environment
(iii) A set of activities which has not been used successfully in the not-for-profit sector
(iv) A dynamic process involving the full set of commitments, decisions, and actions related to the firm
4. Organizational change involves 3 generic processes. They are Transformation, decline and _____.
(i) Turnaround (ii) Growth
(iii) Downsize (iv) Mergers
5. Maria is the Marketing Manager for Whole foods Ltd. She is working on the firm's marketing plan. Her forecasts show that, if they carry on as they have been doing, they are likely to miss their sales revenue targets by ₹ 5,00,000. She needs some new ideas. What kind of analysis has Maria undertaken?
(i) PRESTCOM analysis (ii) SWOT analysis
(iii) Strategic gap analysis (iv) Ratio analysis

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a Describe the objectives of Business Policy education.
OR
b Explain the benefits of Strategic Management.
7. a Briefly the qualities to be considered in the mission of Organisation.
OR
b Summarise the "Organisational Analysis in strategic formulation".
8. a Discuss inter-relationship between strategic formation and strategic implementation.
OR
b Bring out the Approaches of strategy implementation?

Cont...

9. a. State the nature of organization change and its types.
OR
b. Explain the “learning organisation in strategic management”.
10. a. Outline the criteria for business success.
OR
b. Elucidate the barriers in strategic evaluation and control.

SECTION -C (30 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x 6 = 30)

11. a. Define Strategic Management. Explain briefly characteristics of Strategic Management.
OR
b. Discuss the important steps involved in strategic management process.
12. a. Analyze the types of competitive advantage in strategic formulation.
OR
b. Bring out the techniques of environmental analysis in strategic formulation.
13. a. Narrate the various steps of strategic implementation.
OR
b. Explain the types of Strategic Leadership Style.
14. a. Briefly describe the Factors in resistance of change.
OR
b. Justify the steps to be considered Process of management of change successfully.
15. a. Elucidate the frame of strategic evaluation and control.
OR
b. Differentiate Between Operational and Strategic Control.

Z-Z-Z

END