

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE (COST & MANAGEMENT ACCOUNTING)

FUNDAMENTLS OF 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 Strategic management handles
 - (i) External Issues
 - (ii) Administrational Issues
 - (iii) Internal Issues
 - (iv) Management Issues

- 2 SWOT stands for
 - (i) Services Worldwide Optimization and Transport
 - (ii) Special Weapons for Operations for Timeless
 - (iii) Strength Weakness Opportunities and Threats
 - (iv) Strength Worldwide Overcome Threats

- 3 Strategy Business Units
 - (i) Are found in one-business organizations
 - (ii) Carry out strategies assigned by the CEO
 - (iii) Implement the marketing functions strategic planning and management decisions.
 - (iv) Develop their own unique way of competing

- 4 An important activity in is taking corrective action
 - (i) Strategy Evaluation
 - (ii) Strategy Implementation
 - (iii) Strategy formulation
 - (iv) Strategy Leadership

- 5 What is the primary goal of digital transformation in organizations?
 - (i) To reduce the workforce
 - (ii) To adopt the latest technologies
 - (iii) To optimize business process and improve performance
 - (iv) To decrease customer engagement.

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a What are the steps involved in the Balanced Score Card approach?
OR
b Analyze the characteristics of Mission statement.

- 7 a Mention the four sorts of business as given in the BCG Matrix.
OR
b State the stages in strategic planning.

Cont...

- 8 a Examine the different aspects of goal congruence.
OR
b Explain about strategic Business Unit.
- 9 a Summarise the concept of Strategic Evaluation.
OR
b List out the criteria of Business Success.
- 10 a Explain the concepts of disruptive new business model.
OR
b State the different social media digital marketing strategies.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 . Make out guidelines for objective setting for a business firm.
- 12 . Discuss in detail value chain analysis of an organization.
- 13 . Discuss any four issues in strategy implementation.
- 14 . Discuss the Evaluation Techniques for Strategy Control.
- 15 . Explain the advantages and of Digital Transformation Strategies.

Z-Z-Z END