

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

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 The origins of Strategic Management can be retraced to \_\_\_\_\_.  
(i) 1930 (ii) 1911  
(iii) 1879 (iv) 1938
- 2 An external analysis enables a firm to determine what the firm  
(i) can do (ii) should do  
(iii) will do (iv) might do
- 3 Which of the following is not a stage of the strategy of formulation techniques?  
(i) formulation framework (ii) matching stage  
(iii) external factor evaluation (iv) decision stage
- 4 Strategic decisions are based on what managers \_\_\_\_, rather than on what they  
\_\_\_\_\_.  
(i) know; forecast (ii) react to; anticipate  
(iii) forecast; know (iv) compromise with; analyze
- 5 Typically how many strategic decision levels are in the corporate decision-making hierarchy?  
(i) 3 (ii) 4  
(iii) could be more than 5 (iv) 2

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a How do you consider that strategic management is a process?  
OR  
b What do you mean by core competence?
- 7 a Explain the terms a) Organisational Mission b) Business Ethics.  
OR  
b What is Generic Competitive Strategy?
- 8 a Write about Grand and Growth Strategies.  
OR  
b What is procedural Implementation?
- 9 a State the meaning of Organizational Change.  
OR  
b Write about Innovation Diffusion.
- 10 a State the Process involved in control.  
OR  
b List out the criteria of a Business Success.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the process involved in strategic management.  
OR  
b Discuss the conceptual framework of strategic management.
- 12 a Discuss the Approaches for Competitive Advantage.  
OR  
b Explain the technique of Environmental Analysis.
- 13 a Explain the precautions to be taken in resource allocation under strategic management.  
OR  
b Discuss the Role of leadership in Strategic Implementation.
- 14 a Describe the process of management of change.  
OR  
b Describe the ways of overcoming Resistance to change Innovative.
- 15 a Describe the Framework for Strategic evaluation and Control.  
OR  
b Discuss the techniques of Strategic evaluations and Control.

Z-Z-Z

END