

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch – CORPORATE SECRETARYSHIP

STRATEGIC AND FINANCIAL MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Who is called the Father of Strategic Management? a)Chandler b)Igor Ansoff c)Michael Porter d)John Nash	K1	CO1
	2	What is the starting point of Strategic Intent? a)Goal b)Objective c)Vision d)Mission	K2	CO1
2	3	SWOT stands for a)Services worldwide optimization and transport b)Special weapons for operations for timeless c)Strength weakness opportunities and threats d)Strength worldwide overcome threats	K1	CO2
	4	An organisation strategy ____ a)Remains set in place longer than the mission and objectives b)Generally forms over a period of time as events unfold c)Trends to be formed at the same time the mission is developed d)None	K2	CO2
3	5	Investment can be defined as a) Person's dedication to purchasing a house or flat b) Use of capital on assets to receive returns c) Usage of money on a production process of products and services d) Net additions made to the nation's capital stocks	K1	CO3
	6	What is the primary goal of financial management? a) To minimise the risk b) To maximise the owner's wealth c) To maximise the return d) To raise profit	K2	CO3
4	7	Any company's average cost of capital is the average of: a)cost of equity preference shares b)cost of short term funds c)cost of shares and all sources of long term funds d)cost of equity shares and debentures	K1	CO4
	8	CAPM stands for a) Capital asset pricing model b) Capital amount printing model c) Capital amount pricing model d) Capital asset printing model	K2	CO4
5	9	The capital budget is associated with a) Long terms and short terms assets b) Fixed assets c) Long terms assets d) Short term assets	K1	CO5

Cont...

5	10	A decrease in a firm's willingness to pay dividends is likely to result in its a) Earnings stability b) Access to capital markets c) Profitable investment opportunities d) Collection of accounts receivable	K2	CO5
---	----	---	----	-----

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the functions and importance of strategic management for professionals like Company Secretaries.	K4	CO1
	(OR)			
	11.b.	List the benefits of strategic planning.		
2	12.a.	Classify the types of production strategies.	K4	CO2
	(OR)			
	12.b.	List the strategies for TOWS Analysis.		
3	13.a.	Explain the emerging roles of financial manager.	K5	CO3
	(OR)			
	13.b.	Assess the goals of maximization of profit and maximization of return on equity.		
4	14.a.	What points need to be kept in mind while deciding the capital structure of a firm? Identify.	K3	CO4
	(OR)			
	14.b.	Identify the factors determining the cost of capital.		
5	15.a.	Apply the assumptions of Modigliani – Miller Theory.	K3	CO5
	(OR)			
	15.b.	Organize the main determinants of dividend policy in a corporate enterprise.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Categories four phases of strategic management process.	K4	CO1
2	17	Examine SWOT analysis with an example.	K4	CO2
3	18	Distinguish "Profit Maximization Vs. Shareholders Wealth Maximization".	K4	CO3
4	19	Explain the theories of capital structure.	K5	CO4
5	20	Do you feel that a dividend decision is backed by a theoretical framework? What are different dividend theories? Explain.	K5	CO5