

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(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 What is the first step in the step in the strategic management process.
(i) Strategy formulation (ii) Strategy implementation
(iii) Environmental scanning (iv) Strategy evaluation
- 2 Business ethics deals with primarily
(i) Social responsibility (ii) Pricing of products and services
(iii) Moral obligations (iv) None of the above
- 3 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
- 4 The organisational change is the alteration of _____ in the organisation.
(i) Job Design (ii) Work Environment
(iii) Structural Changes (iv) D. Technology
- 5 Mr.X is running a media business .He observed that the employees of the company is not up to the mark. So he performed the which function for corrective measure
(i) Planning (ii) Organizing
(iii) Directing (iv) Controlling

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the conceptual framework of strategic management.
OR
b Bring out the strategies used for strategic management process.
- 7 a Sketch the importance of business ethics while formulating business strategy.
OR
b Outline the term competitive advantages.
- 8 a State the importance of leadership in strategy implementation.
OR
b Discuss the challenges leaders face during strategy implementation.
- 9 a Explain the factors affecting resistance to change.
OR
b Outline nature of organizational change.

Cont...

- 10 a Discuss the role of control system in strategy implementation.
OR
b Sketch the stages of control.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 Summarise the tactics used for strategic management.
12 Identify the various approaches for competitive advantages in strategy implementation in an organization.
13 Classify the different types of leadership styles.
14 How to overcome the resistance to change in an organization.
15 Discuss the techniques of strategic evaluation and control.

Z-Z-Z

END