

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – COMMERCE (PROFESSIONAL ACCOUNTING)

MAJOR ELECTIVE COURSE – II :
STRATEGIC MANAGEMENT FOR PROFESSIONALS

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 Business Policy and Strategic Management can be retraced to _____.
(i) 1911 (ii) 1930
(iii) 1879 (iv) 1938
- 2 Which strategies aim at improving internal weakness by taking advantage of external opportunities?
(i) SO (ii) SW
(iii) WO (iv) ST
- 3 The fundamental purpose for the existence of any organization is described by its _____.
(i) Policies (ii) Mission
(iii) Procedures (iv) Strategy
- 4 A human resource strategy that focuses on retaining top talent is known as _____.
(i) Recruitment strategy (ii) Successions planning strategy
(iii) Compliance strategy (iv) Talent retention strategy
- 5 A major part of strategy implementation is _____.
(i) Resource allocation (ii) Planning
(iii) Communication (iv) Monitoring

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a State the nature of Strategic management.
OR
b Explain the issues in Strategic decision-making.
- 7 a Compare Industry analysis with Market analysis.
OR
b Analyze the impact of globalization on competitive advantage.
- 8 a Describe the benefits of having a vision statement in a corporate environment.
OR
b How are strategies formulated in an organization?
- 9 a Outline the role of innovation strategy at the functional level.
OR
b Summarize the key components of an effective operational strategy.
- 10 a Classify the types of Strategy control.
OR
b What are the essential steps for Business Process Re-engineering?

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Categorize the levels of Strategy in organizations.
- 12 Elaborate the importance of considering internal factors in a SWOT analysis.
- 13 Classify the various types of Corporate strategy.
- 14 Discuss how market conditions and consumer preferences influence the choice of Business-level strategy.
- 15 Explain the processes involved in strategic implementation.

Z-Z-Z

END