

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)**

Branch – COMMERCE (BUSINESS ANALYTICS)

STRATEGIC 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	Strategic decisions are: (i) Routine (ii) Long-term and complex (iii) Repetitive (iv) Operational	K1	CO1
	2	The first step in the strategic management process is: (i) Strategy evaluation (ii) Strategy formulation (iii) Environmental scanning (iv) Control	K2	CO1
2	3	Cost leadership strategy focuses on: (i) Unique product features (ii) Lowest cost in the industry (iii) Niche market (iv) Premium pricing	K1	CO2
	4	SWOT analysis stands for: (i) Strengths, Weaknesses, Opportunities, Threats (ii) Sales, Workforce, Operations, Technology (iii) Strategy, Work, Organization, Tactics (iv) Structure, Workload, Objectives, Targets	K2	CO2
3	5	Strategy implementation mainly deals with: (i) Planning only (ii) Putting strategies into action (iii) Forecasting (iv) Budget approval	K1	CO3
	6	Strategy choice depends on: (i) Internal and external factors (ii) Luck (iii) Random selection (iv) Employee preference only	K2	CO3
4	7	Resistance to change arises mainly due to: (i) Clear communication (ii) Fear of uncertainty (iii) Strong leadership (iv) Proper training	K1	CO4
	8	Organizational change refers to: (i) Salary increment (ii) Alteration in structure, process, or culture (iii) Routine operations (iv) Hiring only	K2	CO4
5	9	Strategic evaluation mainly focuses on: (i) Strategy formulation (ii) Measuring performance against objectives (iii) Recruitment (iv) Advertising	K1	CO5
	10	Criteria of business success includes: (i) Profitability (ii) Market share (iii) Growth (iv) All of the above	K2	CO5

Cont...

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.	Define Strategic Management and explain its importance.	K1	CO1
		(OR)		
	11.b.	What are the process of strategic management?		
2	12.a.	Demonstrate Environmental Analysis and its significance in strategy formulation.	K3	CO2
		(OR)		
	12.b.	Classify the types of Competitive Advantage.		
3	13.a.	Explain the concept of strategy implementation.	K4	CO3
		(OR)		
	13.b.	Discuss the different leadership styles.		
4	14.a.	Develop the nature and importance of organizational change.	K3	CO4
		(OR)		
	14.b.	Choose the innovation diffusion and its importance.		
5	15.a.	Explain the concept of strategic evaluation and control.	K2	CO5
		(OR)		
	15.b.	Label the importance of strategic control in modern organizations.		

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	Explain the conceptual framework of strategic management with a neat diagram.	K1	CO1
2	17	Critically evaluate Porter's Generic Competitive Strategies.	K3	CO2
3	18	Define strategy implementation and explain its importance in strategic implementation.	K4	CO3
4	19	Compare the planned and unplanned change with suitable examples.	K3	CO4
5	20	Develop a strategic control system for a medium-sized company.	K2	CO5

Z-Z-Z

END