

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

**BCom DEGREE EXAMINATION DECEMBER 2019
(Sixth Semester)**

Branch - **COMMERCE (COST AND MANAGEMENT ACCOUNTING)**

STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define 'policy'.
- 2 What is tactics?
- 3 State the meaning of objectives.
- 4 What do you mean by competitive advantages?
- 5 Define grand strategy.
- 6 Why organizational structure is so important in strategic implementation?
- 7 What do you mean by resistance change?
- 8 Define innovation diffusion.
- 9 What is strategic control?
- 10 What is the concept of 'control' in this?

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SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Discuss the nature of business policy.
OR
b Describe the benefits of strategic management.
- 12 a What are the components of an organizational mission?
OR
b How are strategies formulated in an organization?
- 13 a Explain the in detail the grand strategies.
OR
b What must be done by the functional managers at the time of strategy implementation?
- 14 a Mention the criteria for business success.
OR
b List out the steps involved in innovation diffusion.
- 15 a What are the concept of strategic evaluation and control?
OR
b What is strategic surveillance?

SECTION - C 130 Marks!

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Analyse the limitations of strategic management.
- 17 Explain the approaches for competitive advantages.
- 18 Enumerate the steps in strategy implementation.
- 19 Describe the methods which can be used to overcome resistance to change.
- 20 Discuss the steps in strategic evaluation and control process.