

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

**BCom DEGREE EXAMINATION MAY 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 What is Strategic Management?
- 2 Define the term 'Strategic Management Process'.
- 3 What is Mission?
- 4 Give the meaning of Organizational Analysis.
- 5 What do you mean by Strategic Implementation?
- 6 Write short notes on sustained competition advantages.
- 7 Define Organizational Change.
- 8 What is Innovative Generation?
- 9 Define Strategic Evaluation.
- 10 What is meant by Premise control?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a What are the objectives of Business and Policy Education.  
OR
- b Differentiation between 'strategy' and 'Tactics'.
- 12 a What are the main features of organizational objectives?  
OR
- b Indicate the four generic building blocks of competitive advantages.
- 13 a Mention the steps involved in structure formation.  
OR
- b State the role of leadership in strategic implementation.
- 14 a How to overcome the resistance to change?  
OR
- b What are the various types of innovation generation?
- 15 a Explain the process of control system.  
OR
- b What are the criteria of business success?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Explain the significance of Business Policy Course.
- 17 Describe the types of competitive advantages.
- 18 What are the factors affecting strategic choice in the organization?
- 19 Discuss the process of managing change.
- 20 Enumerate the steps in strategic evaluation and control process.

Z-Z-Z

END