

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

**BCom DEGREE EXAMINATION MAY 2017
(Sixth Semester)**

Branch - PROFESSIONAL ACCOUNTING

CORE ELECTIVE- II STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 60 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (5 x 2 = 10)

- 1 What is Business policy?
- 2 Expand the term SWOT.
- 3 What do you mean by structural Implement action?
- 4 Define management of change.
- 5 What do you mean by strategic evaluation?

SECTION - B (20 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 4 = 20)

- 6 a Explain the significance of Business policy course.
OR
b What are the benefits of strategic management?
- 7 a Explain the organisational Mission and objectives..
OR
b Explain the techniques for environmental analysis.
- 8 a Discuss the "Expansion through intensification strategy."
OR
b State the role of leadership in strategic implementation.
- 9 a How to overcome the resistance to change?
OR
b Explain the features of learning organization.
- 10 a Discuss the criteria for business success.
OR
b Explain the process of control system.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

If Explain the strategic Management Process.

- 12 Discuss the various types and approaches of competitive advantages..
- 13 Enumerate the steps in strategy implementation.
- 14 Explain the process of managing change.
- 15 Explain the techniques of strategic evaluation and control.

Z-Z-Z

END