

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (COST & MANAGEMENT ACCOUNTING)

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Which of the following is not a major element of the strategic management process?
(i) Formulating strategy (ii) Implementing strategy
(iii) Evaluation strategy (iv) Assigning administrative tasks.
2. Stages of strategy formulation techniques does not include
(i) Formulation framework (ii) Matching stage
(iii) External factor evaluation (iv) Decision stage
3. Competitive advantage can best be described as
(i) Increased efficiency (ii) what sets an organisation apart
(iii) A strength of the organisation (iv) Intangible resources.
4. The fundamental purpose for the existence of any organisation is described by its
(i) Policies (ii) Mission (iii) Procedures (iv) Strategy
5. Which is not a barrier in implementing organisation strategy?
(i) People barrier (ii) Resource barrier (iii) Time barrier (iv) Vision barrier
6. Strategic Planning is the art of formulating business strategies, implementing them, and evaluating their impact based on
(i) Organizational objectives (ii) Strategic Plan
(iii) Market Environment (iv) Financial outcomes
7. In circumstances of incremental change, strategic change is likely to be more successful if:
(i) It is imposed
(ii) It is owned by the senior manager
(iii) It is internalized and owned by those who will implement it
(iv) It is facilitated by management consultants
8. In terms of organizational change, “maintenance of the status quo” represents
(i) Stability (ii) Opposition (iii) Instability (iv) Contradiction
9. The central purpose of strategic evaluation?
(i) Evaluate effectiveness of strategy to achieve organizational objectives.
(ii) Evaluate effectiveness of control system to measure achievements.
(iii) Evaluate effectiveness of strategies to be implemented efficiently
(iv) Evaluate effectiveness of the strategy implementation process.
10. Strategy evaluation at the _____ levels involves using specific performance measures qualitative and quantitative for each functional area.
(i) Organizational (ii) Operational (iii) Functional (iv) Production

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

11. (a) Write a note on Business Policy Education.
(OR)
(b) Explain the benefits of Strategic Management.
12. (a) Discuss is the need for Organizational Objectives.
(OR)
(b) Write a note on Environmental analysis.
13. (a) What are the factors that support strategy implementation?
(OR)
(b) Give the importance of strategic leadership.
14. (a) What are the causes for organizational change?
(OR)
(b) How can an organization cope with resistance to change?
15. (a) Explain the nature and importance of Strategic Evaluation.
(OR)
(b) Give the different types of strategic control.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

16. Discuss the Strategic Management Process.
17. Enumerate the types of competitive advantages.
18. Discuss about any two models in strategic formulation.
19. Point out some of the challenges in innovation.
20. "Strategy is a circular process of constant iteration and evolution, A good strategy should never really 'end'" - Discuss.

Z-Z-Z

END