

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (PROFESSIONAL ACCOUNTING)

DISCIPLINE SPECIFIC ELECTIVE – II: STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 2 = 10)

- 1 Strategic management deals with
(i) Production and quality (ii) Profit and loss
(iii) Business process (iv) All of the above
- 2 Strategic management is mainly the responsibility of
(i) Lower management (ii) Middle management
(iii) Top management (iv) All of the above
- 3 Analysis conducted to examine benefits that are seek by customers and how customers value offers of competitors is classified as
(i) customer value analysis (ii) corporate image analysis
(iii) strategic behavior analysis (iv) benchmarking
- 4 Who usually conducts a SWOT analysis for a business?
(i) Financial institutions (ii) Lawyers
(iii) Employees (iv) Managers
- 5 What are enduring statements of purpose that distinguish one business from other similar firms?
(i) Policies (ii) Mission statements
(iii) Objectives (iv) Rules
- 6 The goal of the organization's _____ is to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.
(i) strategy (ii) culture
(iii) mission (iv) vision
- 7 Michael Porter's competitive strategies framework includes cost leadership, differentiation, and _____.
(i) Depth (ii) Breadth
(iii) Revenue growth (iv) Focus
- 8 Marketing department of a company will be at the _____ level of company.
(i) Corporate level (ii) Functional level
(iii) SBU level (iv) All of the above
- 9 With which phase of strategic management is most strongly associated with "action"?
(i) Strategy implementation (ii) Strategy formulation
(iii) Strategy evaluation (iv) Competing advantages
- 10 Which of the following involves looking at whether a company's basic strategies are well matched to its opportunities?
(i) operating control (ii) marketing control
(iii) strategic control (iv) portfolio analysis

Cont...

SECTION -B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x7 = 35)

- 6 a Explain Business Policy with its objectives.
OR
b Enumerate the Strategic Levels of Organisation.
- 7 a Steps to understand the Competitive Landscape – Discuss.
OR
b List down and explain the issues to consider Strategic Analysis.
- 8 a Elaborate the Long term Objectives done by Strategic Planners.
OR
b Explain Strategy Formulation.
- 9 a Explain the Advantages of Cost Leadership Strategy.
OR
b How Financial Strategy are implemented in the Organisation.
- 10 a Explain the Responsibilities of Strategic Leader.
OR
b An Entrepreneur is an individual who conceives the idea of starting new Venture – Discuss.

PART-C (30 Marks)

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Strategic Management in Government and Not for Profit Organisation - Explain
- 12 Enumerate the Industry's Key Factors for Competitive Success.
- 13 Explain the 7 Stages in Strategic Management Process.
- 14 Elucidate the Michael Porter's Competitive Strategy.
- 15 Analyze the Strategic Supportive culture in the Organisation.

Z-Z-Z

END