

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – COMMERCE (PROFESSIONAL ACCOUNTING)

DISCIPLINE SPECIFIC ELECTIVE – II: STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which one of the following is of concern for not-for-profit organizations?
(i) The markets to service (ii) Identifying suppliers to deal with
(iii) Developing capabilities (iv) Building monopolies
- 2 Which of the following is an opportunity concerning SWOT analysis?
(i) Recession (ii) Boom
(iii) Political Instability (iv) Delicensing
- 3 What is the starting point of strategic intent?
(i) Objectives (ii) Goals
(iii) Mission (iv) Vision
- 4 Which of the following strategy focused in Porter's generic strategies model?
(i) selling a limited range of products
(ii) selling to a narrow customer segment
(iii) selling to one region only
(iv) selling simple products that are cheap to produce
- 5 Which one of the following is Benchmarking?
(i) Historical analysis (ii) Competitive analysis
(iii) Re-engineering (iv) All of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the nature of strategic Management
OR
b Explain the strategic Management in Government organizations.
- 7 a Explain the steps to be followed to understand the competitive landscape
OR
b State the reasons to globalisation of companies.
- 8 a Define Strategic Intent and its Role in Strategic Planning
OR
b Explain the Strategic Alternatives at the Corporate Level.
- 9 a Explain Operations Strategy in Business
OR
b State the Research and Development Requirements within a business context.
- 10 a Compare Entrepreneurship and Intrapreneurship.
OR
b Explain Strategy Audit.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11 a Elucidate the various levels at which a strategy may be implemented in an organization?

OR

b Explain the benefits of strategic management.

12 a Elaborate on the notion of competitive advantages within the framework of industry and competitive analysis.

OR

b Describe the purpose of SWOT analysis and explain why is it necessary to do a SWOT analysis before selecting a particular strategy for a business organization?

13 a Analyze the Relationship between Vision, Mission, and Objectives in Corporate Strategy.

OR

b Discuss the Formulation of Corporate Level Strategies.

14 a Describe Michael Porter's generic strategies.

OR

b Elucidate the Functional Level Strategies in Business Operations.

15 a Explain the different types of organizational structures and state their merits and demerits.

OR

b Describe the process of strategy implementation and control.

Z-Z-Z

END