

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

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. The decision – making hierarchy of a firm typically contain _____ levels.
(a)3 (b)5
(c) 6 (d)9
2. _____ vary in the process they use to formulate and direct strategic management activities.
(a)Profession (b)Business
(c)Formation (d)Planning
3. _____ economic goals guide the strategies deduction of almost every business organization.
(a)5 (b)4
(c)3 (d)6
4. _____ development of new relating strategies.
(a)Internal (b)External
(c)Both (a) and (b) (d)None of the above
5. Functional tactics are more specific than _____.
(a)Business ethics (b)Business strategies
(c)Business collaboration (d)None of the above
6. Policies communicate guidelines to _____.
(a)Control (b)Unity
(c)Decisions (d)Ethics
7. Simple organization structure is _____.
(a)Small business (b)Industry
(c)Business (d)Firm
8. Innovation is _____.
(a)Knowledge (b)New products
(c)Ned ideas (d)Both (b) and (c)
9. Strategic control is also _____.
(a)Special alert control (b)Special control
(d)Abnormal Control (d)Normal control
10. Managers often attempts to identify significant _____.
(a)Offering (b)Milestones
(c)Production (d)Purchase

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 (a)What are the dimension of strategic management?
(Or)
(b)Discuss the benefits of strategic management.
- 12 (a)Explain the need for explicit company mission.
(Or)

Cont...

- (b)What is public image? Explain its importance.
- 13 (a)What are the qualities of effective short term objectives?
(Or)
(b)Explain the leadership qualities.
- 14 (a) Explain the simple organizational structures.
(Or)
(b)Discuss and illustrate incremental innovation.
- 15 (a)Describe and illustrate types of strategic control.
(Or)
(b)Examine the establishing strategic control.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Elaborate the formality in strategic management.
- 17 Explain the formulation of company mission.
- 18 Briefly discuss recruiting and developing leadership.
- 19 Explain the functional organization structures.
- 20 Explain the framework for strategic control.

Z-Z-Z

END