

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – COMMERCE (COST AND 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. _____ can be defined as the alignment of business operations with social values.
(i) Corporate Governance (ii) Corporate Social Responsibility
(iii) Business policy (iv) Sustainability
2. -----It refers to formal and informal rules, regulations and procedures that Complement the company structure
(i) Strategy (ii) Systems
(iii) Environment (iv) Management
3. The fundamental purpose for the existence of any organization is described by its
(i) policies (ii) mission (iii) procedures (iv) strategy
4. During what stage of strategic management are a firm's specific internal strengths and weaknesses determined?
(i) Formulation (ii) Implementation (iii) Evaluation (iv) Feedback
5. What is likely to be the effect of a logical corporate strategy but poor strategy implementation?
(i) strategic weaknesses and underachievement
(ii) fragmented performance through strategic and structural flaws
(iii) structural and stylistic flaws
(iv) effectiveness but little efficiency
6. An important activity in _____ is taking corrective action.
(i) strategy evaluation (ii) strategy implementation
(iii) strategy formulation (iv) strategy leadership
7. Companies employ trained _____ to develop "competency models" to identify potential leaders.
(i) Consultants (ii) Psychologists (iii) Trainers (iv) instructors
8. Which of the following is normally the cause of organizational change?
(i) technological development (ii) change in labour characteristics
(iii) mergers, acquisitions, etc (iv) All of the above
9. Evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are attained is called _____.
(i) marketing control (ii) strategic control
(iii) operating control (iv) developmental control
10. Which phase of strategic management is most strongly associated with "action"?
(i) Strategy formulation (ii) Strategy implementation
(iii) Strategy evaluation (iv) Competing advantages

SECTION - B (35 Marks)

Answer ALL Questions

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

- 11 (a) Analyse the nature of business policy?
[OR]
(b) Explain the limitations of Strategic Management.

Cont...

- 12 (a) Differentiate between 'Vision' and 'Mission'.
[OR]
(b) Write a detailed note on 'Environmental Analysis'.
- 13 (a) Narrate the issues involved in strategy implementation?
[OR]
(b) Explain the various leadership styles.
- 14 (a) Mention and explain the factors resistance to change.
[OR]
(b) Briefly explain about Innovation Diffusion.
- 15 (a) Outline the concept of strategic evaluation and control?
[OR]
(b) Explain the different types of strategic control.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. Illustrate the conceptual framework for Strategic Management Policy.
17. Describe the various types of competitive advantages.
18. Illustrate Mckinsey's 7-s model and explain.
19. Explain the Process of Management of Changes.
20. Discuss the barriers in strategic evaluation and control.

Z-Z-Z

END