

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(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. What do you mean by Business Policy?
2. Define strategic analysis.
3. What do you mean by mission statement?
4. What is meant by Business-Level Strategy?
5. What is Strategic Audit?

SECTION -B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 7 = 35)

6. a) Explain the basic types of Business Strategies.
(OR)
b) Narrate the different levels of strategies in organizations.
7. a) Write a detailed note on SWOT analysis.
(OR)
b) Bring out the characteristics of competitive landscape.
8. a) List out the Nature of corporate strategy.
(OR)
b) Summarize the concept of "VISION" and "MISSION" of an organization?
9. a) Discuss porter's five force model.
(OR)
b) How do you formulate a strategy at Business level? Explain it with an example.
10. a) Discuss any four issues in strategy implementation.
(OR)
b) Explain the various steps in the Benchmarking Process.

SECTION-C (30 Marks)

Answer any THREE questions

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

11. Elaborate different steps in Strategic Management Process.
12. Explain the Internal and External Analysis in strategic management?
13. Describe the objective setting and guidelines for Objective Setting.
14. Write short note:
 - i) Functional level Strategies
 - ii) Marketing Strategy
 - iii) Financial Strategy
 - iv) Operations strategy
15. Discuss the steps involved in Process of Strategic Control.