

Exam Date & Time: 28-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE (PROFESSIONAL ACCOUNTING)
CORE ELECTIVE-II - STRATEGIC MANAGEMENT [14PAU26A]

Marks: 60

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) State the objectives of Business Policy Educations. (2)
- 2) What is Environmental Scanning? (2)
- 3) What do you mean by strategy implementation? (2)
- 4) How innovations helps the business? (2)
- 5) What is strategic surveillance? (2)

SECTION B

Answer all the questions.

- 6) Explain the benefits of strategic management. (4)
 - a) [OR] Bring out the three levels of strategy. (4)
 - b)
- 7) Narrate the various components of strategic intent. (4)
 - a) [OR] Write a note on "SWOT Analysis". (4)
 - b)
- 8) Explain the various kinds of leadership styles. (4)
 - a) [OR] Describe the factors that influence the ultimate choice of strategy. (4)
 - b)

- 9) Explain the process of management of change. (4)
- a)
[OR] Explain the factors influencing in resistance to change. (4)
b)
- 10) Discuss the barriers in strategic evaluation and control. (4)
- a)
[OR] Define control. Explain its stages. (4)
b)

SECTION C

Answer 3 out of 5 questions.

- 11) Describe the process of strategic management. (10)
- 12) Discuss the various techniques of environmental analysis. (10)
- 13) Explain the "BCG Growth Share Matrix". (10)
- 14) Explain Learning organization. What are the causes for the failure of business? How will the management turn the sick company into profitable company? (10)
- 15) Explain the techniques of strategic evaluation and control. (10)

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