

Exam Date & Time: 29-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 (COST AND MANAGEMENT ACCOUNTING)

STRATEGIC MANAGEMENT [16CMA25]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) What is Business Policy? (2)
- 2) Give the meaning of Strategic Management. (2)
- 3) Define Mission. (2)
- 4) State the meaning of Environmental analysis. (2)
- 5) What is a grand strategy? (2)
- 6) What is meant by strategic choice? (2)
- 7) Define resistance to change. (2)
- 8) Mention the significance of diffusion innovation theory. (2)
- 9) State the barrier to strategic evaluation. (2)
- 10) What is premise control? (2)

SECTION B

Answer all the questions.

- 11) How the evolution of business policy took place? (5)
 - a)
- [OR] Differentiate between 'Strategy' and 'Tactics' (5)
 - b)

- 12) State the techniques of Environmental Analysis. (5)
- a) [OR] Analyse the characteristics of Mission statement. (5)
b)
- 13) In what ways learning curve will help in the choice of strategy? (5)
- a) [OR] Summarise the qualities of an effective leader. (5)
b)
- 14) Explain the nature of Organizational change. (5)
- a) [OR] Sketch the characteristics of a learning organization. (5)
b)
- 15) Describe the steps to be involved in control process. (5)
- a) [OR] Bring out the concept of strategic evaluation and control. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Enumerate the process of strategic management. (10)
- 17) Discuss the approach of competitive advantages. (10)
- 18) Discuss the role of leadership in strategic implementation. (10)
- 19) Outline the factors contribute to resistance to change. Explain. (10)
- 20) Identify the various types of techniques used for evaluation and control. (10)

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