

Exam Date & Time: 01-Oct-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE (BUSINESS ANALYTICS)
STRATEGIC MANAGEMENT [17CBA31]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) What is Strategic Management? (2)
- 2) What do you mean by Tactics? (2)
- 3) What is meant by business ethics? (2)
- 4) Define Organisational mission. (2)
- 5) Mention any two differences between policies and procedures. (2)
- 6) What is implementation of strategy? (2)
- 7) Define innovations. (2)
- 8) What is organizational change? (2)
- 9) What is meant by 'operational control'? (2)
- 10) What is strategy evaluation? (2)

SECTION B

Answer all the questions.

- 11) Explain the objectives of business policy. (5)
 - a) [OR] Explain any five limitations of strategic management. (5)
 - b)
- 12) Describe the role of external environment in competitive advantage. (5)

- a)
[OR] What are the process involved in environmental analysis? (5)
b)
- 13) What are the role of leadership in strategic implementation? (5)
- a)
[OR] Narrate the frame work for strategy implementation. (5)
b)
- 14) What is change? Explain the process of management of change. (5)
- a)
[OR] Explain the innovation diffusion. (5)
b)
- 15) Define strategy control and state the barriers in strategy evaluation and control. (5)
- a)
[OR] Explain the various criteria of business success. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Explain the various process of Strategic Management. (10)
- 17) Discover the mission, vision and purpose are important in strategy management? Explain. (10)
- 18) Define strategic code. Explain the process of strategic choice. (10)
- 19) Explain the factors in resistance to change? How to overcome it? (10)
- 20) Discuss the various techniques of strategic evaluation and control. (10)

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