

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MCom (CS) DEGREE EXAMINATION MAY 2018
(First Semester)**

Branch – **CORPORATE SECRETARYSHIP**

STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 1 a Write short note on values of a company.
OR
- b State the merits of strategic planning.
- 2 a State the characteristics of an industry.
OR
- b Write short note on SWOT analyse.
- 3 a Write short note on profit strategy.
OR
- b What are the types of retrenchment strategy?
- 4 a Write short note on IABS matrix.
OR
- b Write short note on BCG approach.
- 5 a What are the qualitative measurement methods in strategic audit?
OR
- b What are the features of strategic conflict?

SECTION -B (45 Marks)

Answer any **THREE** questions

ALL questions carry **EQUAL** Marks (3 x 15 = 45)

- 6 What are the sequence of strategic management process?
- 7 What are the factors that affect the industrial analysis?
- 8 What are the benefits of corporate portfolio?
- 9 What are the strategies in Global business environment?
- 10 What are the functions of strategic audit?