

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

**BCom DEGREE EXAMINATION MAY 2019
(Sixth Semester)**

Branch - COMMERCE (PROFESSIONAL ACCOUNTING)

CORE ELECTIVE - II STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 60 Marks

SECTION-A (10 Marks)

Answer ALL questions
ALL questions carry EQUAL marks (5 x 2 = 10)

Write short notes:

- 1 What is business policy education?
- 2 What do you mean by competitive advantages?
- 3 What is strategic choice?
- 4 Define innovation generation.
- 5 What is strategic control?

SECTION -B (20 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 4 = 20)

- 6 a What are the objectives of business policy education?
OR
b What are the benefits of strategic management?
- 7 a Explain SWOT - Analysis.
OR
b Explain the importance of organizational objectives.
- 8 a Discuss the structural implementation of a strategy. .
OR
b Explain "Stability strategy".
- 9 a What are the barriers to change?
OR
b Explain the nature of organizational change.
- 10 a What are the essentials of an effective control system?
OR
b Explain the term premise control.

SECTION -C (30 Marks)

Answer any **THREE** questions
ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Explain the conceptual frame work of a strategic management.
- 12 Enumerate the essentials of a mission statement.
- 13 Discuss the various leadership styles.
- 14 Explain the forces of change.
- 15 Explain the stages of control.