

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

**BCom DEGREE EXAMINATION MAY 2018  
(Sixth Semester)**

**Branch COMMERCE (PROFESSIONAL ACCOUNTING)**

**CORE ELECTIVE-!! : STRATEGIC MANAGEMENT**

Time ; Three Hours

Maximum : 60 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 2 = 10)

- I**    What is Business Policy?  
What is a Mission?
- 3**    What do you mean by strategy implementation?
- 4**    Give a brief note on 'Learning Organisation'.
- 5**    What is Preventive control?

**SECTION -B (20 Marks)**

Answer ALL questions

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

- 6**    a Explain the benefits of strategic management.  
OR~  
b Discuss the significance of Business policy course.
- 7**    a Analyse the characteristics of Mission Statement.  
OR  
b Enumerate the types of competitive advantage.
- 8**    a Define strategic choice. Explain the process of strategic choice.  
OR  
b What are the leadership styles?
- 9**    a Explain the nature and characteristics of organisational change.  
OR  
b What are the factors influencing in resistance to change?
- 10** a What are the barriers in strategic Evaluation and Control?  
OR  
b What are the various stages of control .'

**PART-C (30 Marks)**

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11**    Define Strategic Management. Explain the process of Strategic Management.
- 12**    Explain the various techniques of environmental analysis.
- 13**    Describe the role of Leadership in strategic implementation.
- 14**    Explain the process of management of change.
- 15**    Explain the techniques of strategic evaluation & control.