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**DHANALAKSHMI SRINIVASAN COLLEGE  
OF ARTS & SCIENCE FOR WOMEN  
(AUTONOMOUS)**  
(For Candidates admitted from 2020-2021 onwards)



**PG DEGREE EXAMINATIONS APRIL - 2021**  
**M.Com., - COMMERCE**  
**STRATEGIC MANAGEMENT**

Time: 3 Hrs

Max.Marks: 75

**PART - A****CHOOSE THE CORRECT ANSWER****(10X1=10)**

1. Strategic management is a
  - a) Dynamic process
  - b) One time process
  - c) Mechanic process
  - d) None of these
2. Strategic management is a
  - a) Traditional concept
  - b) Modern concept
  - c) Both A and B
  - d) Unknown concept
3. Implementation of strategy is
  - a) Easy issue
  - b) Unclear issue
  - c) Tough issue
  - d) Complex issue
4. Decision making is a task of
  - a) Lower level management
  - b) Middle level management
  - c) Top level management
  - d) All of these
5. The heart of strategy formulation is the consideration of
  - a) Competition
  - b) Environment
  - c) Industry
  - d) Mission
6. Company profile reflects internal
  - a) Condition
  - b) Capabilities
  - c) Strength and weakness
  - d) All of these
7. Opportunities and threats are variable of
  - a) Environment
  - b) Internal environment
  - c) External environment
  - d) Industry
8. Stability, growth and retrenchment are called
  - a) Corporate strategy
  - b) Turnaround strategy
  - c) Business strategy
  - d) Functional strategy
9. Measurement of performance is based on
  - a) Current basis
  - b) Future basis
  - c) Past basis
  - d) All of these
10. Control process is concerned with
  - a) Setting standards
  - b) Measuring and comparing
  - c) Taking corrective actions
  - d) All of these

## PART- B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Elucidate the various approaches to decision making .

(OR)

b) Write the benefits of strategic management.

12. a) Explain the guidelines for ideal objectives.

(OR)

b) Write the arguments in favour of social involvement.

13. a) Explain the factors related to turnaround management.

(OR)

b) What are the reasons for adopting different grand strategies like stability, growth and retrenchment strategies?

14. a) Elucidate Joint venture.

(OR)

b) Write the benefits of merger.

15. a) Explain the barriers in Evaluation and Control.

(OR)

b) Write short notes on PERT, CPM, MBO.

## PART-C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. Explain in detail various level of strategy.

17. Write an essay on SWOT Analysis.

18. Discuss the forms of corporate restructuring.

19. Explain Mckinsey's 7s Models.

20. Elucidate the evaluation of techniques or strategic control.