

MS - 91

Management Programme (MP)

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MS - 91: Advanced Strategic Management

**(Last date of submission for January 2024 session is 30th April, 2024
and for July 2024 sessions is 31st October, 2024)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 91
Course Title	:	Advanced Strategic Management
Assignment Code	:	MS - 91/TMA/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

- Q1. a) What is the significance of corporate policy in today's changing scenario?
b) Select an organization of your choice and briefly discuss the various types of policies it has adopted.
- Q2. a) Identify the unique competencies of a pharmaceutical company of your choice.
b) Do you think that these unique competencies have helped the organization to grow? Justify.
- Q3. How can creativity be encouraged within an organization? Discuss with the help of an example of a creative organization of your choice.
- Q4. 'No business can exist without ethics'. In the light of this, explain the importance of ethics for a business.
- Q5. Write short notes on the following:
a) Corporate Governance
b) Strategic Choice
c) Knowledge Management.