

MMPC-012

**Master of Business Administration/MBA(B&F)/
(MBAHM)/(MBAFM)/(MBAMM)/
(MBAOM)**

**ASSIGNMENT
For
January 2023 and July 2023 Sessions**

MMPC-012: Strategic Management

**(Last date of submission for January 2023 session is 30th April, 2023
and for July 2023 sessions is 31st October, 2023)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPC-012
Course Title	:	Strategic Management
Assignment Code	:	MMPC-012/TMA/JAN/2023
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 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. What is the process of strategic management? Explain.
2. Describe the process for analyzing the external environment.
3. Explain the Resource Based View Model in light of the resources being the key to support the organizational performances.
4. Describe the various factors involved in formulating the competitive strategy.
5. Discuss different types of strategic controls with respect to the strategy of an organization.