

MMPC-017

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ / Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM)

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPC-017: 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	:	MMPC-017
Course Title	:	Advanced Strategic Management
Assignment Code	:	MMPC-017/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.

1. Suppose you are asked to prepare Corporate Policy of the organisation you are working in or plan to work with. How will you formulate the corporate policy of that organization? Explain.
2. Discuss the operating advantages and disadvantages of MNCs.
3. What are the inherent causes of risk? Explain with the help of examples.
4. Suppose you are the owner of an automobile company and you plan to go international. What method will you use to go international? Explain.
5. Describe the steps involved in developing R&D strategy.