

MMPC-012

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

ASSIGNMENT

For

January 2025 and July 2025 Sessions

MMPC-012: Strategic Management

(Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 sessions is 31st October, 2025)



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/2025
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 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Differentiate between mission and purpose. Describe the essentials of a mission statement using an example from the corporate world.
2. How is the five forces framework used for analyzing competitive environment of any industry? Illustrate with the help of an industry of your choice.
3. Suppose you are the Manager-Strategy of your organization which is a part of the automobile industry. In the light of the present trends what would be the differentiation strategy for your organization? Discuss.
4. Why do organizations go for diversification strategy? Explain with the help of an example.
5. What do you understand by 'Business Ethics'? Explain the relevance of ethics in the present competitive world.