

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 2025 and July 2025 Sessions

MMPC-017: ADVANCED 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-017
Course Title	:	Advanced Strategic Management
Assignment Code	:	MMPC-017/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. Does the Stability Strategy mean that the firm remains dormant? Justify explaining the concept of Stability Strategy citing relevant examples.
2. Why is it important for organizations to have a corporate policy? Elucidate with the help of an illustration.
3. Why do firms internationalize? Explain with the help of examples.
4. List and describe the various components of IT architecture? Explain as to why organizations prefer a specific IT architecture.
5. How does creativity and innovation play a significant role in the success of an organization? Illustrate with the help of a real-world example.