

**MS-11**

**Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
(January to June)  
2021**

**MS-11: Strategic Management**



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

## ASSIGNMENT

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| <b>Course Code</b>    | : | <b>MS-11</b>                |
| <b>Course Title</b>   | : | <b>Strategic Management</b> |
| <b>Assignment No.</b> | : | <b>MS-11/TMA/SEM-I/2021</b> |
| <b>Coverage</b>       | : | <b>All Blocks</b>           |

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**Note:** Attempt all the questions and submit to the coordinator of your study centre on or before 30<sup>th</sup> April, 2021.

1. Perform a SWOT analysis on an organization of your choice and try to identify the challenges and opportunities faced by the organization in the present complex situation arising out of COVID-19 outbreak.
2. What is a 'niche' strategy? How is it different from other strategies? Explain. Illustrate with the help of examples.
3. List and explain various strategic issues arising when an organization follows integration as a part of its growth strategy.
4. Using the published information about a company of your choice which has gone through a major shift. Write a brief case study showing the strategic development and the current competitive position of the company.
5. Discuss the relationship between the level of operations of a business and its market share in terms of the macro environment. Illustrate with the help of examples.