

MS- 91

Management Programme

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

MS - 91: Advanced Strategic Management



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

ASSIGNMENT

Course Code	:	MS-91
Course Title	:	Advanced Strategic Management
Assignment No.	:	MS-91/TMA/SEM-I/2021
Coverage	:	All Blocks

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

1. Explain the concept, nature and significance of corporate strategy and discuss various schools of thought on corporate strategy formulation.
2. Identify an organisation (Name and describe the organisation) where good corporate governance has resulted in the increase in performance of the organisation.
3. Explain the role of Information Technology (IT) in implementation of strategy. How can IT assist in implementation of strategy and in enhancing the competitiveness of a firm?
4. Explain the concepts of innovation and creativity. How does creativity contribute to the success of an organisation. Discuss giving examples.
5. What do you understand by corporate philanthropy? Identify an organisation (Name and describe the organisation) which has undertaken philanthropy aligning social and economic goals and improving organisation's long-term business prospects.
6. Write short notes
 - (a) Market Structures and Sustainable Competitive Advantage
 - (b) Stable Environment