

**MS-91**

**Management Programme**

**ASSIGNMENT  
FOR  
January 2022 and July 2022 sessions**

**MS-91: Advanced Strategic Management**

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October,2022)**



**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-91</b>
<b>Course Title</b>	:	<b>Advanced Strategic Management</b>
<b>Assignment Code</b>	:	<b>MS-91/TMA/JAN/2022</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. Describe the features of corporate policy. What are the steps involved in policy formulation process? Explain in detail.
2. (a) Identify the issues which result in bad corporate governance (CG).  
(b) Develop a case of an organisation (name and describe the organisation) when good CG has resulted in improvement in performance of the organisation.
3. What are the various pricing strategies available to the firms? Discuss any two of them with reference to different market structures.
4. Briefly discuss the trends and challenges in Knowledge Management (KM).
5. What are the steps involved in developing R&D strategy? Briefly explain.
6. Write short notes.
  - (a) Ethics and Business
  - (b) Corporate Social Responsibility (CSR)