

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 2024 and July 2024 Sessions

MMPC-012: Strategic Management

(Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 sessions is 31st October, 2024)



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/2024
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 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Suppose you are working in an organization and are the part of top management. How will you set the objectives for your organization? Discuss.
2. How Industrial Organization Model (IO) forms a basis to understand the concept of strategy leading to competitive advantage. Explain.
3. What do you understand by the competitive environment? Choose an industry and discuss the external framework of that industry.
4. Explain the concept of fragmented industries. Choose any one fragmented industry and explain its competitive advantage.
5. Suppose you are asked to formulate a turnaround strategy for a sick organization. Explain the turnaround process which you will use for that organization.