

**MBA and MBA (Banking & Finance)**

**ASSIGNMENT  
for  
January 2022 and July 2022 sessions**

**MMPC-012: STRATEGIC MANAGEMENT**

*(Last date of submission for Jan 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>:</b>	<b>MMPC-012</b>
<b>Course Title</b>	<b>:</b>	<b>Strategic Management</b>
<b>Assignment No.</b>	<b>:</b>	<b>MMPC-012/TMA / JAN/2022</b>
<b>Coverage</b>	<b>:</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 Jan 2022 Session is 30<sup>th</sup> April 2022 and for July 2022 Session is 31<sup>st</sup> October 2022.**

1. Discuss the various strategic decisions involved at different levels of strategy. Illustrate your answer with the help of examples.
2. How do the environmental factors affect the organization? Explain with respect to the PESTLE framework.
3. What do you understand by scenario planning? Illustrate in a stepwise manner.
4. What is 'differentiation'? How does 'differentiation' help the organization to develop the competitive edge? Explain with suitable examples.
5. Why is corporate governance necessary for business organizations? Elucidate with examples.