

MS-11

Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS-11: Strategic Management

**(Last date of submission for January 2023 session is 30th April, 2023
and for July 2023 sessions is 31st October, 2023)**



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

ASSIGNMENT

Course Code	:	MS-11
Course Title	:	Strategic Management
Assignment Code	:	MS-11/TMA/JAN/2023
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 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. Describe the role of political-legal factors as an opportunity as well as threat to a business organization. Illustrate with the help of an example.
2. What is the purpose of PESTLE analysis? Discuss with the help of examples.
3. Assume that you are a part of top management in low cost airlines. What should be the organization culture for your organization so that it can maintain its position in the market after the pandemic? Discuss.
4. Identify a company of your choice from a manufacturing industry. Analyze the company's industry environment from an international perspective.
5. Describe the role of strategic control in helping the organization to balance the interaction between the businesses's internal and the external environment.