

**MS - 91**

**Management Programme**

**ASSIGNMENT**  
**For**  
**January 2023 and July 2023 Sessions**

**MS - 91: Advanced Strategic Management**

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



**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>MS - 91</b>
<b>Course Title</b>	<b>:</b>	<b>Advanced Strategic Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 91/TMA/JAN/2023</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 January 2023 session is 30<sup>th</sup> April, 2023 and for July 2023 session is 31<sup>st</sup> October, 2023.**

1. Describe the concept of corporate planning. Discuss the implementation of corporate planning in detail.
2. Discuss the nature and scope of corporate management and its role in non-business organizations, giving examples.
3. “Different market structures have different viewpoints with respect to competition”. Explain the statement with respect to market structures and sustainable competitive advantage.
4. Discuss the issues and challenges in knowledge management in the present competitive environment.
5. Select any service organization of your choice and explain how Information Technology has enhanced the quality of service of this organization.
6. Write short notes:
  - a) Social Audit
  - b) Innovation and Creativity
  - c) Dynamic Environment
  - d) Narayana Murthy Committee