

MS-11

**Management Programme (MP) / Master of Business Administration
(Banking & Finance) (MPB)**

**ASSIGNMENT
For
January 2024 and July 2024 Sessions**

MS-11: 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	:	MS-11
Course Title	:	Strategic Management
Assignment Code	:	MS-11/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. Choose an organization of your choice from the infrastructure industry. Perform a SWOT analysis on the organization. Based on the SWOT analysis, list out the challenges the organization is facing. Explain how these challenges can be converted into opportunities.
2. Identify two organizations of your choice from the automobile industry. One which is a single business unit (SBU) and the other which has several related businesses. Analyze the corporate profile of each company from the published information available.
3. Select an organization of your choice, which has adopted a focus strategy. Analyze as to how the focus strategy has helped the organization to build its competitive advantage.
4. Explain with the help of illustration, why portfolio analysis is necessary for multi-product organizations.
5. Why is strategic control important for firms? Explain with the help of suitable examples.