

MMPC-017

Master of Business Administration/MBA(B&F)

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MMPC-017: Advanced 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	:	MMPC-017
Course Title	:	Advanced Strategic Management
Assignment Code	:	MMPC-017/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. Briefly discuss the nature of stability strategy.
2. Discuss the benefits of strategic alliances.
3. Discuss the methods used by governments to protect their domestic business environment.
4. Explain in detail the use of IT in strategy implementation.
5. Discuss in detail the sources and types of knowledge.
6. Write short notes on the following:
 - a) Benefits of corporate planning
 - b) Scope of corporate policy
 - c) Innovation
 - d) Competitive advantage and R & D