

**MS- 91**

**Management Programme**

**ASSIGNMENT  
(January to December)  
2021**

**MS - 91: Advanced Strategic Management**



**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 No.</b>	<b>:</b>	<b>MS-91/TMA/SEM-I/2021</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Attempt all the questions and submit to the coordinator of your study centre on or before 31<sup>st</sup> October, 2021.

1. Explain the concept, nature and significance of corporate strategy and discuss various schools of thought on corporate strategy formulation.
2. Identify an organisation (Name and describe the organisation) where good corporate governance has resulted in the increase in performance of the organisation.
3. Explain the role of Information Technology (IT) in implementation of strategy. How can IT assist in implementation of strategy and in enhancing the competitiveness of a firm?
4. Explain the concepts of innovation and creativity. How does creativity contribute to the success of an organisation. Discuss giving examples.
5. What do you understand by corporate philanthropy? Identify an organisation (Name and describe the organisation) which has undertaken philanthropy aligning social and economic goals and improving organisation's long-term business prospects.
6. Write short notes
  - (a) Market Structures and Sustainable Competitive Advantage
  - (b) Stable Environment