

MBA and MBA (Banking & Finance)

**ASSIGNMENT
for
January 2022 and July 2022 sessions**

MMPC-012: Social Processes and Behavioural Issues

(Last date of submission for Jan 2022 Session is 30th April 2022 and for July 2022 Session is 31st October 2022).



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

ASSIGNMENT

Course Code	:	MMPC-012
Course Title	:	Strategic Management
Assignment No.	:	MMPC-012/TMA / JAN/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for Jan 2022 Session is 30th April 2022 and for July 2022 Session is 31st October 2022.**

1. Discuss the various strategic decisions involved at different levels of strategy. Illustrate your answer with the help of examples.
2. How do the environmental factors affect the organization? Explain with respect to the PESTLE framework.
3. What do you understand by scenario planning? Illustrate in a stepwise manner.
4. What is 'differentiation'? How does 'differentiation' help the organization to develop the competitive edge? Explain with suitable examples.
5. Why is corporate governance necessary for business organizations? Elucidate with examples.