

MS-11

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2017**

MS-11: Strategic Management



**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 No.	:	11/TMA/SEM-II/2017
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment on or before 31st October, 2017 to the coordinator of your study center.

1. Choose an organization of your choice from the aviation 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 pharmaceutical 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 differentiation strategy. Analyze as to how the differentiation strategy has made an impact to 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 evaluation important for firms? Explain with the help of suitable examples.