



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>Business Policies &amp; Strategic Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A. Explain the importance of Marketing Intermediaries analysis
- B. State the important Classification of Objectives
- C. Analyse the Economical Environment in India

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A. Approaches in Strategy Implementation
- B. Strategic control
- C. Outsourcing Strategies
- D. Growth Strategies
- E. Effective evaluation system



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Business Policies &amp; Strategic Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** State the Stability Strategies
- B.** Explain the need for Effective Strategy evaluation system
- C.** Explain the need for Environment Analysis

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** Micro Environment Analysis
- B.** Stability Strategies
- C.** Mckinesey's 7 S frame work
- D.** Technological Environment
- E.** Environment Analysis