
 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 1</b>
<b>Course</b>	<b>MBA</b>	<b>Business Policy and 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 Definition, Meaning and Scope of Strategy.
- B. Explain the important Government Guidelines regarding Social, Environmental and Economic Responsibilities of Business.
- C. Explain the Low Cost, Differentiation and Focus Strategies.

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

- A. Levels of Strategy
- B. Corporate Social Responsibility
- C. Customer analysis
- D. GE 9 Cell model
- E. Growth Strategies

 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 2</b>
<b>Course</b>	<b>MBA</b>	<b>Business Policy and 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 important Steps in Strategy Formulation
- B. What are the components of Micro Environment Analysis?
- C. Explain the concept of Strategic Human Resource Management

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

- A. Define Goals and Targets
- B. SWOT analysis
- C. Corporate Portfolio Analysis
- D. Strategic Brand Management
- E. Resource Allocation