



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

INTERNAL ASSIGNMENT - 1

Course	MBA	Introduction to Strategic Management
Semester	3	
Total Marks:	15	

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

- A.** What are the issues involved in new product experimentation?
- B.** State the different types of 'stability strategy? What are the conditions under which stability strategy is followed?
- C.** In environmental analysis, the factors specific to concerned industry is more relevant the study of macro-environmental forces. Do you agree?

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

- A.** What is training self-help group?
- B.** Explain R & D.
- C.** Explain grievance re-dressal.
- D.** CEO
- E.** Vertical Integration



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INTERNAL ASSIGNMENT - 2

Course	MBA	Introduction to Strategic Management
Semester	3	
Total Marks:	15	

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

- A.** Write a brief note on value chain analysis. Discuss the relevance of value chain analysis and its application to strategy formulation.
- B.** Discuss the eight stages of knowledge management process.
- C.** Define the term strategic management. What are the elements in strategic management process?

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

- A.** Define malnutrition.
- B.** Define corporate social responsibility.
- C.** Initiate and determine
- D.** Define eradicating hunger.
- E.** Define Image.