
 <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>Implementation of Strategies</b>
<b>Semester</b>	<b>4</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. How do the functional strategies result in superior efficiency?
- B. Discuss the framework for evaluating strategic alternatives.
- C. What is procedural implementation? Discuss briefly.

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

- A. Directional Policy Matrix
- B. Define chamber of commerce.
- C. What is offensive Strategy?
- D. What is vertical axis?
- E. What is harvest and divest?

 <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>Implementation of Strategies</b>
<b>Semester</b>	<b>4</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. What is superior quality? How do the companies achieve it?
- B. What is organizational development? How do you use it for strategy implementation?
- C. What is strategic change? How do you manage it?

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

- A. Explain Hofer's Life Cycle Matrix.
- B. Explain Judgment Skill.
- C. Explain defensive Strategy.
- D. Market Penetration
- E. Grand Strategy matrix