

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Fifth Semester Assignment*****Programme Name-MBA-Fifth Semester****Programme Code-MBA-10****Course Name-Strategic Management****Course Code:CP3001****Maximum Marks-40****Last date of Submission-15 January, 2013****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following –

1. Levels of Strategic Decisions.
2. SWOT Analysis.
3. Transnational Strategy.
4. Generic Strategies
5. Effective behavioural control in organisations
6. Learning Organisations.
7. Technological Leadership.
8. The GE Nine Cell Planning Grid.

**Section-B**

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. Identify two firms of your choice. One that is a single business unit and the other which has several related businesses. Read the published information about these firms and analyse the corporate profile of each company.
2. Select an organization of your choice and analyse how focus strategy has been useful for the organization to build its competitive advantage.
3. What is strategy implementation? How far is it different from strategy formulation?
4. Select an industry of your choice. Identify Porter's five forces of competition in that industry. Perform a competitor analysis from the point of view of the market leader in that industry. Identify the possible strategic groups in that industry and judge the implications of such groups on the strategies of the market leader.