

MS - 91

Management Programme (MP)

**ASSIGNMENT
For
January 2025 Session**

MS - 91: Advanced Strategic Management

(Last date of submission for January 2025 session is 30th April, 2025)



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 91
Course Title	:	Advanced Strategic Management
Assignment Code	:	MS - 91/TMA/JAN/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025.

- Q1. a) What is the significance of corporate policy in today's changing scenario?
b) Select an organization of your choice and briefly discuss the various types of policies it has adopted.
- Q2. a) Identify the unique competencies of a pharmaceutical company of your choice.
b) Do you think that these unique competencies have helped the organization to grow? Justify.
- Q3. How can creativity be encouraged within an organization? Discuss with the help of an example of a creative organization of your choice.
- Q4. 'No business can exist without ethics.' In the light of this, explain the importance of ethics for a business.
- Q5. Write short notes on the following:
- a) Corporate Governance
 - b) Strategic Choice
 - c) Knowledge Management.