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| **SESSION** | **FEB-MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DMBA212 STRATEGIC MANAGEMENT AND BUSINESS POLICY** |
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**Assignment Set – 1**

**Q1. Strategic management is crucial for the long-term success of any organization. Discuss the concept of strategic management and its importance in achieving organizational goals. 10**

**Ans 1.**

**Concept of Strategic Management**

Strategic management is a comprehensive and continuous process that involves the formulation, implementation, and evaluation of strategies to achieve long-term organizational objectives. It includes analyzing internal and external environments, setting goals, developing policies, and allocating resources to ensure that the company maintains a competitive edge. Strategic management aligns the organization’s vision and mission with actionable plans, guiding it through a dynamic and uncertain business environment.

The core essence of strategic management lies in making decisions that determine the overall

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**Q2. What are Porter’s Generic Strategies, and how do companies use them to compete in the market? 10**

**Ans 2.**

**Introduction to Porter’s Generic Strategies**

Michael E. Porter, a renowned economist and professor at Harvard Business School, introduced the concept of Generic Strategies to explain how businesses can achieve and sustain competitive advantage. According to Porter, firms must adopt one of three broad strategies—Cost Leadership, Differentiation, or Focus—to effectively compete in their industry. These strategies help businesses position themselves in a way that creates value for customers and

**Q3. Explain the Strategic Management Model and discuss its importance in the strategic planning process. 10**

**Ans 3.**

**Introduction to the Strategic Management Model**

The strategic management model provides a structured framework that organizations use to identify their long-term goals, analyze their internal and external environments, formulate strategies, implement them, and monitor outcomes. It serves as a guide for decision-making and aligns the organization’s resources and actions with its mission and vision. The model is dynamic and iterative, allowing companies to adapt to changing environments and improve strategic performance over time.

**Components of the Strategic Management Model**

**1. Mission and Vision Statement** The process begins with defining the organization’s mission

**Assignment Set – 2**

**Q4. Strategic alliances are key to business growth in a competitive environment. Discuss.**

**Ans 4.**

**Introduction to Strategic Alliances**

A strategic alliance is a formal partnership between two or more companies to pursue mutually beneficial objectives while remaining independent entities. These alliances allow firms to combine resources, capabilities, or technologies without the need for a merger or acquisition. In today’s rapidly changing and competitive business environment, strategic alliances have emerged as critical tools for achieving business growth, innovation, and global expansion.

**Benefits of Strategic Alliances for Business Growth**

**1. Access to New Markets**

One of the major reasons companies enter into alliances is to expand into new geographical or

**Q5. Discuss the importance and key elements of a Business Continuity Plan (BCP).**

**Ans 5.**

**Importance of Business Continuity Plan (BCP)**

A Business Continuity Plan (BCP) is a strategic document that outlines how an organization will continue its essential operations during and after unexpected disruptions such as natural disasters, cyberattacks, pandemics, or system failures. The importance of a BCP lies in its ability to safeguard business operations, protect stakeholders, and reduce financial losses during crises. In today’s unpredictable environment, a BCP is not just a safeguard—it's a strategic necessity.

Having a well-prepared BCP enables businesses to respond quickly and effectively to

**6. Explain the different Corporate Social Responsibility (CSR) models with relevant examples.**

**Ans 6.**

**Introduction to Corporate Social Responsibility (CSR)**

Corporate Social Responsibility (CSR) refers to a company’s commitment to operate in an economically, socially, and environmentally sustainable manner while recognizing the interests of its stakeholders. CSR involves going beyond profit motives to address ethical practices, community development, and environmental protection. Various models guide organizations in implementing CSR based on their values, capabilities, and social context.

**1. Carroll’s Pyramid of CSR**

One of the most widely accepted models, Carroll’s Pyramid includes four layers of