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| **SESSION** | **FEBRUARY - MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **04** |
| **COURSE CODE & NAME** | **DMBA401 STRATEGIC MANAGEMENT AND BUSINESS POLICY** |
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**Assignment Set – 1**

**1. Explain the strategic management process in detail. Also, explain the various levels at which strategy operates in an organization. 7+3**

**Ans 1.**

**Strategic Management Process and Levels of Strategy**

**Understanding the Strategic Management Process**

Strategic management is the continuous planning, monitoring, analysis, and assessment necessary for an organization to meet its goals and objectives. It helps businesses align their internal capabilities with external opportunities and threats to gain a competitive advantage. The strategic management process is both analytical and decision-oriented, guiding long-term success through a series of well-defined steps.

**Steps in the Strategic Management Process**

**1. Goal Setting** This is the foundation of the strategic process where the organization defines

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**2. Define strategic analysis and discuss its importance in the strategic management process. Explain the key components of strategic analysis, including both internal and external analysis.**

**Ans 2.**

**Strategic Analysis and Its Components**

**Definition and Importance of Strategic Analysis**

Strategic analysis is the process of researching and analyzing the internal and external environment of an organization to identify strategic factors that influence business performance. It involves evaluating the current position of the firm and determining the direction in which it should move to achieve its long-term goals.

Strategic analysis is essential because it provides the foundation for strategic decision-making.

**3. Discuss the various types of strategic control systems. What is the difference between strategic control and operational control? 6+4**

**Ans 3.**

**Types of Strategic Control Systems and Strategic vs Operational Control**

**Types of Strategic Control Systems**

Strategic control refers to the process used by organizations to monitor and evaluate whether their chosen strategies are effectively guiding them toward long-term objectives. Unlike operational control, which is short-term and routine-focused, strategic control is more concerned with aligning activities with long-term goals. Various types of strategic control systems are used by management to assess and respond to strategic developments.

**1. Premise Control**

Premise control focuses on the assumptions and environmental conditions on which a strategy

**Assignment Set – 2**

**4. Elaborate on the significance of Business Continuity Planning. Describe the process of creating a Business Contingency Plan. 5+5**

**Ans 4.**

**Significance of Business Continuity Planning (BCP)**

Business Continuity Planning (BCP) refers to the proactive process of identifying potential threats to an organization and developing strategies to ensure that critical business functions can continue during and after a crisis or disruption. BCP is crucial for maintaining operational resilience, minimizing financial loss, and protecting brand reputation.

The modern business environment is exposed to numerous risks such as cyber-attacks, natural

**5. What are the primary motivations for companies to form strategic alliances? How does strategic alliance differ from a merger or acquisition? 5+5**

**Ans 5.**

**Motivations for Strategic Alliances and Difference from Mergers or Acquisitions**

**Primary Motivations for Forming Strategic Alliances**

A strategic alliance is a formal agreement between two or more companies to pursue a set of agreed-upon objectives while remaining independent organizations. These alliances are formed to share resources, knowledge, markets, or capabilities to gain competitive advantages. Unlike mergers or acquisitions, strategic alliances do not involve ownership changes but instead focus on mutual benefit through collaboration.

**Access To New Markets.**

One of the primary motivations for forming strategic alliances is access to new markets.

**6. What are some examples of companies that have successfully fostered a culture of innovation, what lessons can be learned from them? 10**

**Ans 6.**

**Examples of Companies Fostering a Culture of Innovation and Lessons Learned**

Innovation is a critical driver of long-term success and competitive advantage in today’s rapidly evolving business environment. Some companies have distinguished themselves by fostering a culture of innovation, enabling them to create breakthrough products, transform industries, and maintain leadership positions. These companies provide valuable lessons in how to build