

MS-11

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2015**

MS - 11: Strategic Management



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

ASSIGNMENT

Course Code	:	MS-11
Course Title	:	Strategic Management
Assignment No.	:	11/TMA/SEM-I/2015
Coverage	:	All Blocks

Note : Attempt all the questions and submit this assignment on or before 30th April, 2015 to the coordinator of your study center.

1. Explain how the concept of leverage stretch and fit positions the firm in the market. Illustrate your answer with the help of examples.
2. What are 'Strategic groups'? Explain how the strategic groups help the organizations in understanding the competition within the industry.
3. Discuss the additional consideration for using experience curve effect.
4. Chose an organization of your choice, which is expanding. Explain which type of intensification strategy the organization is following and why.
5. Explain as to how the quality strategic decisions are affected with the change in leadership. Illustrate your answer with the help of a real world example.