

**Bachelor of Business Administration  
(BBA)**

**ASSIGNMENTS  
2026**

**[Valid from 1st January, 2026 to 30th December, 2026]**

**Sixth Semester**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**



# **Bachelor of Business Administration**

## **(BBA)**

### **ASSIGNMENTS – 2026**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BMP-003, BMP-004, BMP-005, BCOS-185 and BCOS-186** together.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2026 Term End Exam, they have to submit the assignments latest by 15<sup>th</sup> March 2026.
2. Those students who are appearing in December 2026 Term end exams, they should submit the assignments latest by 15<sup>th</sup> October 2026.

You have to submit the assignments of all the courses to the Coordinator of your Study Centre.

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	BMP-004
Course Title	:	STRATEGIC MANAGEMENT
Assignment Code	:	BMP-004/TMA/2026
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Explain the concept and importance of Strategic Management. Discuss the different levels of strategy with suitable examples. **(10)**
2. Describe the Strategic Management Process. Explain the major phases involved in strategy formulation, implementation, and evaluation. **(10)**
3. Explain the concept and importance of External Environmental Analysis. Discuss PESTLE Analysis as a tool for scanning the external environment. **(10)**
4. **Distinguish between the following:** **(4x5)**
  - a) Strategic Planning and Strategic Management
  - b) Corporate-Level Strategy and Business-Level Strategy
  - c) Cost Leadership Strategy and Differentiation Strategy.
  - d) Strategy Formulation and Strategy Implementation.
5. **Write short notes on the following:** **(4x5)**
  - a) Vision and Mission Statements.
  - b) Porter's Five Forces Model
  - c) Functional-Level Strategy.
  - d) Barriers to Strategy Implementation.

**(B) Essay Type Questions**

6. Explain Corporate-Level Strategy in detail. Discuss the types of corporate strategies (growth, stability, retrenchment, and combination) with suitable examples. **(15)**
7. Explain the concept, process, and importance of Strategy Evaluation. Discuss the role of Balanced Scorecard and KPIs in strategy evaluation. **(15)**