

**Master of Commerce (Online)
(MCOMOL)**

**Second Semester
Assignments**

MCO-023



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



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**Master of Commerce (MCOMOL)
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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

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.

These assignments are valid for two admission cycles (**January 2025 and July 2025**). The validity is given below:

- 1 Those who are enrolled in **January 2025**, it is valid upto **June 2025**.
- 2 Those who are enrolled in **July 2025**, it is valid upto **December 2025**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March**, and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th October**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 023
Course Title	:	Strategic Management
Assignment Code	:	MCO -023 /TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. a) Explain briefly the five forces framework and use it for analyzing competitive environment of any industry of your choice. **(10+10)**

 b) Under what circumstances do organizations pursue stability strategy? What are the different approaches to stability strategy?
2. a) Define Corporate Governance. In the present context what are the major challenges that the corporate sector is facing regarding implementing Corporate Governance. **(10+10)**

 b) What is mission? How is it different from purpose? Discuss the essentials of a mission statement.
3. **Comment briefly on the following statements:** **(4×5)**

 a) “Strategy formulation, implementation, evaluation and control are integrated processes”.
 b) “It is necessary for organization to go for social media competitive analysis”.
 c) “Expansion strategy provides a blueprint for business organizations to achieve their long- term growth objectives”.
 d) “Strategy is synonymous with policies”.
4. **Differentiate between the following:** **(4×5)**

 a) Vision and Mission
 b) Core purpose and Core value
 c) Canadian model of corporate governance and German model of corporate governance
 d) Concentric diversification and conglomerate diversification
5. **Write Short Notes on the following:** **(4×5)**

 a) Retrenchment Strategies
 b) Competitive Profile Matrix
 c) Corporate Culture
 d) Strategic intent