

MMPC-012

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL)/ Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration (Financial Management) (MBAFM)/ Master of Business Administration (Human Resource Management) (MBAHM)/ Master of Business Administration (Marketing Management) (MBAMM) Master of Business Administration (Operations Management) (MBAOM)

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MMPC-012: Strategic Management



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

ASSIGNMENT

Course Code	:	MMPC-012
Course Title	:	Strategic Management
Assignment Code	:	MMPC-012/TMA/JAN/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Describe the major levels of strategy giving examples.
2. Why is environmental scanning important for strategy formulation? Explain with illustrations.
3. Assume that an organization faces fierce competition in the industry it is operating. Suggest any two competitive strategies which it can adopt to overcome these challenges.
4. What do you understand by a strategic plan? Propose a plan for a start-up venturing into a competitive market.
5. Discuss the impact of innovation strategy on long-term competitiveness.