

MMPC-017

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

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-017: ADVANCED STRATEGIC MANAGEMENT



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-017
Course Title	:	Advanced Strategic Management
Assignment Code	:	MMPC-017/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. Suppose you are a strategy manager of an organization. What factors would you adopt to implement stability strategy? Justify.
2. Assume that a Smartphone manufacturer acquires its competing brand. Do you think it is a horizontal integration? Justify.
3. What are the factors due to which the multinational firms invest in other countries? Discuss.
4. Identify the advantages and limitations of a company opting for licensing while entering emerging markets. Explain.
5. Give the strategic reasoning for a start-up investing heavily in R&D during the early stages. Explain with examples.