

**MS - 91**

**Management Programme (MP)**

**ASSIGNMENT  
For  
January 2025 Session**

**MS - 91: Advanced Strategic Management**

**(Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025)**



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

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 91</b>
<b>Course Title</b>	<b>:</b>	<b>Advanced Strategic Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 91/TMA/JAN/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025.**

- Q1.   a) What is the significance of corporate policy in today's changing scenario?  
      b) Select an organization of your choice and briefly discuss the various types of policies it has adopted.
- Q2.   a) Identify the unique competencies of a pharmaceutical company of your choice.  
      b) Do you think that these unique competencies have helped the organization to grow? Justify.
- Q3.   How can creativity be encouraged within an organization? Discuss with the help of an example of a creative organization of your choice.
- Q4.   'No business can exist without ethics.' In the light of this, explain the importance of ethics for a business.
- Q5.   Write short notes on the following:  
      a) Corporate Governance  
      b) Strategic Choice  
      c) Knowledge Management.