

MS - 11

Master of Business Administration (Banking & Finance) (MPB)

**ASSIGNMENT
For
January 2025 and July 2025 Sessions**

MS - 11: Strategic Management

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 session is 31st October, 2025)**



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

ASSIGNMENT

Course Code	:	MS - 11
Course Title	:	Strategic Management
Assignment Code	:	MS - 11/TMA/JAN/2025
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 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Illustrate, with the help of examples, how top management formulates strategic decisions within the organization and in what manner these decisions are not made in isolation.
2. Identify two companies that have recently merged. Examine the available information on the two organizations and, based on your analysis, determine the challenges they currently encounter in integrating their distinct organizational cultures.
3. What distinguishes goals from objectives inside an organization? Provide illustrations accompanied by instances. Furthermore, elucidate the necessity of verifiability in an organization's aims.
4. What is the function of strategic control in harmonizing the interplay between a business's internal and external environments? Elucidate with the help of illustrations.
5. What is the correlation between a business's operational level and its market share objectives within the macro environment? Discuss giving illustrative examples.