**SESSION AUG/SEP 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DMBA401 – STRATEGIC MANAGEMENT AND BUSINESS POLICY**

**Assignment Set – 1**

**1. Discuss PESTEL analysis.**

**Ans:** PESTLE is an acronym that stands for six external factors affecting your business: political, economic, sociological, technological, legal and environmental. Each of these can have a profound effect on your business and varying implications, for example, in terms of: duration of impact - short term or long term.

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**2. Explain the strategic management process. Write short notes on SBUs.**

**Ans:** Strategy Formulation is that phase of the strategic management process, where the organisation sets long-term goals to help a firm avail opportunity identified in the external business environment, by using its internal capabilities.

**Strategic Management Process:**

1. Defining business vision, mission,

**3. Describe the types of Strategic Controls.**

**Ans:** Strategic controls are intended to guide a company in a rapidly changing environment. In this process, the strategy – already implemented and evaluated – needs to be assessed for problems and deviations from intended objectives. Changes in structures and making necessary adjustments and repairs may be required.

In contrast to post

**Assignment Set – 2**

**4. Explain the steps involved in framing business policies.**

**Ans: Steps involved in framing business policies:-**

Top management of a company lays down the business policy for an organization to follow.

**Policy development includes the following steps:-**

**1. Identification of**

**5. Elaborate on the various types of strategic alliances.**

**Ans: The different types of strategic alliances are:**

**A. Horizontal Strategic Alliances:** This type of alliance is established by firms that are functioning in the same business zone. The partners in such alliances operate together to enhance their place in the market and increase their market capacity in comparison to competitors. It is a

**6. Write notes on the following:**

**1. Business Ethics**

**Ans:** Business ethics refers to implementing appropriate business policies and practices with regard to arguably controversial subjects. Some issues that come up in a discussion of ethics include corporate governance, insider trading, bribery, discrimination, social responsibility, and fiduciary responsibilities.

Business ethics