**SESSION AUG-SEP’23**

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

**SEMESTER 04**

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

**Assignment Set – 1**

**Questions**

**1. What are the different tools and frameworks that businesses can use to conduct a thorough analysis of their internal and external environments? Discuss any two tools.**

**Ans:**

Businesses can employ various tools and frameworks to conduct a thorough analysis of their internal and external environments. Two widely used strategic management tools for this purpose are SWOT analysis and PESTLE analysis.

**1. SWOT Analysis:**

**Overview:** SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategic planning tool that provides a comprehensive view of both internal and external factors affecting an

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**2. What are some examples of companies that have successfully implemented an SBU structure, and what lessons can be learned from their experiences?**

**Ans:The Strategic Business Unit (SBU)** structure is a common organizational framework where a company is divided into semi-autonomous units, each operating as a separate business with its own set of responsibilities and goals.

**Here are a few examples of**

**3. A. What is strategic control, and how does it differ from operational control in terms of its scope, focus, and objectives? Discuss.**

**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

**Assignment Set – 2**

**Questions**

**4. What is a business plan and why is it important in launching a successful business venture? Discuss the key components of a business plan and their significance.**

**Ans:-A Business** plan is a written description of the future of a business. It is a document that explains what you plan to do with a business, and how you plan to do it. Business plans are used by entrepreneurs to be presented to potential investors. They can also be used by firms that are trying to attract key employees, oversee new businesses, deal with suppliers, or simply focus on managing their companies better.

A business plan is a written document that explains in detail how a business - usually a start up - describes its

**5. Examine the key business strategies employed by multinational corporations (MNCs) to succeed in global markets?**

**Ans: Multinational Corporations (MNCs)** employee a variety of business strategies to succeed in global markets. These strategies are shaped by the complexities of operating in different countries, diverse markets, and varied cultural environments.

**Here are key business strategies commonly employed by MNCs:-**

**1. Global Standardization Strategy:**

**Overview:** MNCs pursuing a global standardization strategy aim to offer standardized products or services worldwide. The emphasis is on achieving economies of scale, cost efficiency, and

**6. Discuss the importance of creativity and innovation in business. How can businesses leverage these concepts to gain a competitive edge in the market? Explain it with the use of some real-life examples.**

**Ans: -Importance of Creativity and Innovation in Business:**

**1. Competitive Advantage:** Creativity and innovation give businesses a competitive edge by allowing them to develop unique products, services, or processes that stand out in the market. This distinctiveness can attract customers and set the business apart from competitors.

**2. Enhanced Problem**