

**NRI INSTITUTE OF INFORMATION SCIENCE & TECHNOLOGY – MBA
BHOPAL (M.P.)**

Class: - MBA

Semester/Year: - III

Assignment Feb- March 21

Subject: - BUSINESS POLICY & STRATEGIC MANAGEMENT

Paper code: - CP 301

Note: - All questions are compulsory

Q 1} Briefly explain the concept of business policies and Strategic management along with objective and importance any organization.

Q2} Write Short notes on:

1. Value Chain System 2. Porter's law 3. SWOT Analysis 4. 4P Strategy

Q3} Discuss the importance of Situation Analysis and Corporate Analysis?

Q4} Write Short notes on

1. Red Ocean Theory 2. Blue Ocean Theory 3. BCG Matrix 4. GFC Model

Q5} Explain Difference between Strategic control and Operational Control.