



वेजिस्व नावधीतमस्व
ISO 9001:2008 & 14001:2004
NAAC ACCREDITED

FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

'A'

Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi
and Approved by Bar Council of India & NCTE

BBA VIth Semester

Business Policy & Strategic Management

Paper Code 302

Objective:

The objective of this assignment is to make students familiarize with basic concepts of Business Policy & strategic management related issues.

Questions:

1. What is strategy implementation? How far it is different from strategy formulation?
2. Explain the concept of value chain analysis
3. Describe in detail the SWOT analysis. What is its significance in organizations?
4. Briefly discuss External environment analysis.
5. What is a mission statement? Briefly discuss the difference between vision and mission.

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of strategic Management and will be able to perform better in the subject.

Reference Books:

1. Thomas L. Wheelen, J. David Hunger and Krish Rangarajan, Strategic Management and Business policy, Pearson Education, 2006
2. Charles W.L. Hill & Gareth R. Jones, Strategic Management Theory, An Integrated Approach, Biztantra, Wiley India, 2007
3. Azhar Kazmi, Strategic Management & Business Policy, Tata McGraw Hill