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| **SESSION** | **February - March 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **04** |
| **course CODE & NAME** | **DMBA401 – Strategic Management and business policy** |
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**Assignment Set – 1**

**1. Can you outline the strategic management process and illustrate each stage with real-life examples from contemporary business contexts?**

**Ans:**

The strategic management process involves several stages that guide organizations in setting goals, developing plans, and ensuring long-term success. Here's an outline with contemporary examples:

**1. Mission and Vision Statement**

**Example:** Tesla’s mission is "to accelerate the world’s transition to sustainable energy." This mission drives all of Tesla’s strategic decisions, from product development to market expansion.

**2. Environmental Scanning**

This involves analyzing internal and external environments to identify strengths, weaknesses, opportunities, and threats (SWOT).

**Example:** Netflix continuously monitors trends in technology and consumer preferences.

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**2. How does Porter's Five Forces model aid in analyzing competitive dynamics within an industry? Provide a detailed examination of each force, supported by examples from a specific industry or company**

**Ans 2.**

Porter's Five Forces model is a vital tool for analyzing the competitive dynamics within an industry. It helps businesses understand the intensity of competition and the profitability of entering or operating in a particular market. Here’s a detailed examination of each force, with examples from the airline industry.

**1. Threat of New Entrants**

New entrants can disrupt market stability and lower profitability. The barriers to entry in the airline industry are high due to significant capital investment, regulatory requirements, and

**3. Describe some of the pitfalls associated with each of the three generic strategies. Explain the concept of SBU with suitable examples.**

**Ans 3.**

Porter's three generic strategies—cost leadership, differentiation, and focus—offer distinct paths to competitive advantage, but each has potential pitfalls.

**Cost Leadership**

This strategy aims to become the lowest-cost producer in the industry, often achieved through economies of scale, efficient operations, and tight cost control.

**Assignment Set – 2**

**4. Discuss the steps involved in business continuity plan. What are the three major types of strategic alliances organizations form for the purpose of developing a competitive advantage?**

**Ans 4.**

**Steps Involved in a Business Continuity Plan**

A Business Continuity Plan (BCP) ensures that an organization can maintain or quickly resume mission-critical functions following a disruption. The steps involved in creating an effective BCP include:

**Risk Assessment and Business Impact Analysis (BIA):** The first step is to identify potential threats and assess their impact on business operations. This involves analyzing

**5. There are four basic strategies—international, global, multi-domestic, and transnational. What are the advantages and disadvantages associated with each?**

**Ans 5.**

**International Strategy**

**Advantages:** An international strategy allows companies to leverage their home-based competencies and innovations in foreign markets. This approach typically involves exporting products or services and may include establishing some local presence, such as sales offices. The advantage lies in maintaining centralized control over operations, ensuring consistency in product quality and brand image. It also allows companies to capitalize on economies of

**6. Discuss the various types of Innovation with suitable examples. Identify the challenges and pitfalls of managing corporate innovation processes.**

**Ans 6.**

**Types of Innovation**

**Incremental Innovation:**

Incremental innovation involves making small, continuous improvements to existing products, services, or processes. It aims to enhance performance, efficiency, and value.

**Example:** Apple’s regular updates to its iPhone models represent incremental innovation. Each new release typically includes better cameras, faster processors, and improved battery life, building on previous versions.

**Disruptive Innovation:**

Disruptive innovation creates new markets or significantly alters existing ones by introducing