



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## NHQ- Education Wing

Plot Nos. 102 & 104, Institutional Area, Sector-15, CBD Belapur, Navi Mumbai- 400 614

Phone: 022-27571022 Telefax: 022-27565741

**(PGDMM/PGDSCM & L - 2 years course)**

**Assignments for Jan - June, 2019 Session**

### **IMPORTANT POINTS TO BE NOTED BY THE STUDENT:**

1. Write your Name, Roll. No. and complete mailing address with Pin Code on the answer sheet along with Session i.e **Jan-June 2019**
2. Submission of assignments is compulsory and marks obtained in assignments carry **30% weightage** in the final result.
3. Students are required to secure 50% marks in assignments to pass the examination.
4. Each subject will have one assignment..
5. Assignments must be written by the students in their own good hand writing and one copy of the same be retained with them to avoid inconvenience in the event of misplacement / loss of the same in transit.
6. The answers should be brief to the point and relevant to the questions given in the assignment. Do not reproduce your answers from the study materials sent to you.
7. Problems/queries with regard to assignments, if any, are to be discussed with respective branch/NHQ and during the contact classes.
8. Use only full scape size paper for your answers and all the answer sheets must be tagged / tied firmly with string. (semester wise)
9. **Assignments must reach IIMM NHQ Education Wing latest by 10th June, 2019 against Jan-June, 2019 session. No delay will be acceptable.**

**Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.**

PGDMM/PGDSCM & L - 2years

**(MODULE - 2)**

**PAPER- 10**

**Strategic Management**

Q1. (a) Define and explain the term 'strategy'

(b) Discuss the evolution of strategic management..

Q2. (a) Explore the factors influencing the external environment.

(b) Discuss the core competence of an organization.

Q3. Write short notes on any four:-

- (a) Strategy Formulation
- (b) Corporate Restructuring
- (c) Strategic Implementation
- (d) Strategic Leadership
- (e) Corporate Governance
- (f) International Strategy

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