



NMIMS GLOBAL ACCESS  
SCHOOL FOR  
CONTINUING EDUCATION

**NMIMS Global Access  
School for Continuing Education (NGA-SCE)**

Course: Strategic Management

**Internal Assignment Applicable for June 2016 Examination**

Assignment Marks: 30

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**Instructions:**

- *All Questions carry equal marks.*
  - *All Questions are compulsory*
  - *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
  - *All answers to be written individually. Discussion and group work is not advisable.*
  - *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
  - *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
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1. If your Company has decided to enter a highly competitive market, as the strategic manager of a product, what challenges you will face to establish your product/service in that market?  
(10 Marks)
2. Briefly explain the Strategic Management Process in your organization. Explain any incident when your organization has made strategic decision due to competition faced in the market.  
(10 Marks)
3. Recently an Auto mobile company was charged for flouting environment norms. What will be your strategy as a CEO for the following:



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- a.** How to handle the crisis as person on a strategic position. **(5 Marks)**
  
- b.** What long term strategic changes will you like to bring in your company, from the learning from the incident **(5 Marks)**

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