**DMBA401 Strategic Management and Business Policy**

**Assignment Set – 1**

1. Identify and Describe Key Environmental Scanning Techniques Used in Strategy Analysis, Such as PESTLE Analysis and Porter’s Five Forces.

2. Explain the Strategy Formulation Process. How Does Each Stage Contribute to Creating an Effective Strategy?

3. Explain the Process of Developing Effective Business Policies.

**Assignment Set – 2**

4. Describe the Main Business Strategies Employed by MNCs. How Do These Strategies Help MNCs Adapt to Different International Markets?

5. Explain the Different Types of Strategic Alliances. How Does Each Type Serve Specific Business Needs and Strategic Goals?

6. Define Creativity and Innovation in the Context of Business. How Do These Two Concepts Differ, and Why Are They Essential for Business Success in Today’s Competitive Environment?

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