**COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES**

**Assignment 1**

**Principles of Management (MGT490)**

**Deadline: 03/07/2021 @ 23:59**

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| Course Name: **Principles of Management** | Student’s Name: |
| Course Code: **MGT490** | Student’s ID Number: |
| Semester: | CRN: |
| Academic Year: | |

**For Instructor’s Use only**

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| --- | --- |
| Instructor’s Name: | |
| Students’ Grade:  Marks Obtained/Out of 20 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented; marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarised).

Submissions without this cover page will NOT be accepted.

**STRATEGIC MANAGEMENT**

**GUIDELINES FOR DOING ASSIGNMENTS**

We expect you to answer each question as per instructions in the assignment. You will find it useful to keep the following points in mind: the assignment with be evaluated in terms of your planning, organization and the way you present your assignment. All the three sections will carry equal weightage.

Kindly read the instruction carefully and prepare your assignment and submit to your teacher.

1) **Planning:** Read the assignments carefully, go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

2) **Organisation:** Be a little selective and analytical before drawing up a rough outline of your answer. Give adequate attention to question’s introduction and conclusion.

Make sure that:

a) The answer is logical and coherent

b) It has clear connections between sentences and paragraphs

c) The presentation is correct in your own expression and style.

3) **Presentation:** Once you are satisfied with your answer, you can write down the final version for submission. If you so desire, you may underline the points you wish to emphasize. Make sure that the answer is within the stipulated word limit.

Wishing you all the best,

**STRATEGIC MANAGEMENT**

1. “**SWOT Analysis** is considered to be an important framework for analyzing your organization's strengths, weaknesses, opportunities, and threats.” In the light of this statement, perform a SWOT analysis on an organization of your choice and try to identify the challenges and opportunities faced by the organization in the present complex situation. (5Marks)

2. Illustrate with the help of examples the difference between **Cost-leadership strategy** and **Cost-focus strategy**. (5 Marks)

3. Using the published information about a company of your choice which has gone through a growth strategy, write a case study (**brief summary)** showing the strategic development and the current competitive position of the company. (5 Marks)

4. **“Decision making process in an organization is critical to the success and failure of an organization”**. In the light of this statement, discuss with the help of suitable examples as to how a decision-making process takes place in a business organization and how it affects the level of operation of a business and its market share in terms of the macro environment. (5 Marks)