

**জরুরি নির্দেশ / Important Instruction**

আগামী শিক্ষাবর্ষান্ত পরীক্ষায় (T.E. Exam.) নতুন ব্যবস্থা অর্থাৎ প্রশ্নসহ উত্তর পুস্তিকা (QPAB) প্রবর্তন করা হবে। এই নতুন ব্যবস্থার সঙ্গে পরীক্ষার্থীদের অভ্যস্ত করার জন্য বর্তমান অনুশীলন পত্রে নির্দেশ অনুযায়ী প্রতিটি প্রশ্নের উত্তর নির্দিষ্ট স্থানেই দিতে হবে।

New system i.e. Question Paper Cum Answer Booklet (QPAB) will be introduced in the coming Term End Examination. To get the candidates acquainted with the new system, assignment answer is to be given in the specified space according to the instructions.

**Detail schedule for submission of assignment for the
PG Term End Examination June-2020**

1. Date of Publication : 20/06/2020
2. Last date of Submission of answer script by the student to the study centre : 19/07/2020
3. Last date of Submission of marks by the examiner to the study centre : 16/08/2020
4. Date of evaluated answer scripts distribution by the study centre to the students (Students are advised to check their assignment marks on the evaluated answer scripts and marks lists in the study centre notice board. If there is any mismatch / any other problems of marks obtained and marks in the list, the students should report to their study centre Co-ordinator on spot for correction. The study centre is advised to send the corrected marks, if any, to the COE office within five days. No change / correction of assignment marks will be accepted after the said five days.) : 23/08/2020
5. Last date of submission of marks by the study centre to the Department of C.O.E. on or before : 31/08/2020

এখানে কিছু লিখবেন না

Do Not Write Anything Here



MODULE - I

Answer any *two* questions :

$$12\frac{1}{2} \times 2 = 25$$

1. “By strategy, managers mean their large-scale, future-oriented plans for interacting with the competitive environmental to achieve company objective.” — Elucidate this statement and describe the multifarious aspects of strategy.
2. Provide a brief overview and different aspects of strategic intent and core competence.
3. Describe the different internal factors that firms need to consider for effective internal analysis and diagnosis.
4. In the light of Ansoff’s diversification matrix describe different types of strategies that emerge out of this matrix.

First Answer :



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Second Answer :



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MODULE - II

Answer any *two* questions :

$$12 \frac{1}{2} \times 2 = 25$$

5. Briefly describe the different types of retrenchment strategy.
6.
 - a) Briefly describe the need for portfolio analysis. What are its disadvantages ?
 - b) How would you differentiate between cost leadership and differentiation ?
7.
 - a) Describe the interlinkage between strategy formulation and implementation.
 - b) Discuss the importance of leadership implementation or resource allocation in the context of strategy implementation.
8. Write short notes on any *two* of the following :
 - a) Joint Venture
 - b) Support activities of a value chain
 - c) Structure-Strategy linkage
 - d) Quantitative criteria for strategy evaluation.

First Answer :



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Second Answer :



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