

**Vikramaditya Institutions of Management and Technology  
Bhopal**

**ASSIGNMENT  
Session: 2022-2023**

**Class  
MBA IIIrd SEM**

**Subject  
CP-301: Business policy and strategic Management**

**Guided By  
Dr. R. K. Shukla**

**Submitted By:**

# **Vikramaditya Institute of Management and Technology Bhopal**

MBA 3rd Sem (FT)

Assignment -2023-24

## **CP-301: Business policy and strategic Management**

### **Unit-2**

NOTE: Attempt All Questions.

1. What is 4P Strategy in Business Policy?
2. What is Industry?
3. How Strategy formulation in Business processed? Explain with Example.
4. Short Notes on: 1. Strategic Management 2. Alternative Objective.

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