

ASSESSMENT # 3**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions

(15)

- I. What is a strategy map?
- II. What is a balanced scorecard?
- III. Explain how info graphic can be an extremely useful tool for presenting a strategic plan.

Q: 2: Provide some tips for making a successful strategic plan.

(7)

Q: 3: How might a strategy map and a balanced scorecard help in developing a strategic plan?

(8)