

ASSESSMENT # 1**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions

(15)

- I. What is Strategic Planning?
- II. Describe the role of strategic planning in an organisation.
- III. What is a Value Statement?

Q: 2: What does SWOT stand for? Discuss SWOT Analysis in detail.

(7)

Q: 3: What is a Mission Statement? Outline the elements that should be kept in mind when creating a mission statement.

(8)