

### 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)