

ASSESSMENT # 2

Total Marks: 30

- 1. Short Questions:** (15)
 - i. How would you identify the stakeholders for your business?
 - ii. What is strategic planning?
 - iii. What type of information is contained in a strategic plan?
 - iv. What is vision process?
 - v. Define Mission Statement?

- 2. Outline the key benefits of succession planning.** (7)

- 3. What is SWOT? Explain the SWOT Analysis?** (8)