

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

- Q: 1:** What does SWOT stand for? Discuss SWOT Analysis in detail. (5)
- Q: 2:** What is a Mission Statement? Outline the elements that should be kept in mind when creating a mission statement. (5)
- Q: 3:** When designing a strategic plan, what are the eight essential ingredients that will help you to define problems? (5)
- Q: 4:** What is SPIRIT? How does it help in setting goals? (5)
- Q: 5:** Provide some tips for making a successful strategic plan. (5)
- Q: 6:** How might a strategy map and a balanced scorecard help in developing a strategic plan? (5)