

29 JAN 2026

**National Law University, Jodhpur**  
**End Term Examination, August-December, 2025**

**UG V Semester**  
**Strategic Management**

**Max. Marks: 100**

**Time: Three Hours**

**Instructions:**

1. *Attempt any five questions.*
2. *All questions carry equal marks.*

Q1. List out the objectives at different levels of management for an IPL Franchisee of your choice.

20 marks

Q2. Discuss the role of women in strategic decision making.

20 marks

Q3. Prepare the Issues Priority Matrix for electric cars.

20 marks

Q4. Write short notes on:

- a. Strategic Types
- b. Hypercompetition

10+10= 20 marks

Q5. TVS Motor Company is expanding its business operations in Spain and Portugal. It is coming out with a super sport bike, electric motorcycle, electric scooter and an adventure tourer bike. The company is already selling its products in Latin America, Africa, Middle East, ASEAN and South Asian Regions. In 2024-2025, its two -wheeler exports grew 22.8% as a result of strong performances in the markets of Africa and Latin America.

What factors are required to be considered for successful launch of the above products by TVS Motor Company in Spain and Portugal?

(The Economic Times; 9<sup>th</sup> November, 2025)

20 marks

Q6. Discuss Internal Resource Analysis in detail

20 marks

