

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. Explain the concept of Joint Ventures by taking at least five examples indicating their success or failure.

20 marks

Q2, List out the different approaches to alternative strategies.

20 marks

Q3. Explain the marketing warfare strategies followed in the biscuit industry.

20 marks

Q4. Write short notes on:

- a. BCG Matrix
- b. General Electric's Spotlight Matrix

10+10= 20 marks

Q5. Aquatein, India's protein water brand, has launched Vegan Protein Water range on World Vegan Day. The Vegan Protein Range comes in two tropical inspired flavours designed to make hydration both refreshing and nutritious. Each 500 ml bottle has 15 gm pure plant protein with natural electrolytes to support hydration, muscle recovery and overall vitality. It contains no artificial colours or flavours and caters to vegans, fitness enthusiasts and wellness-conscious consumers. India's plant-based nutrition market is growing rapidly with a projected 8% CAGR

and would reach \$ 1 billion by 2030 comprising of a new generation of health conscious and active consumers. In the initial phase, Aquatein Vegan Protein Water will be available exclusively on the brand's official website. A pack of six 500 ml bottles with two flavours is priced at Rs. 600/-.

Formulate strategies for Aquatein Vegan Protein Water to be successful in the Indian market.

20 marks

Q6. Explain how McKinsey's 7S Framework is an aid in organizational coordination?

20 marks