

National Law University, Jodhpur

End Term Examination – 2024

UG V Semester

Strategic Management

Max. Marks: 100

Time: Three Hours

*Instructions:*

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

Q1. Formulate and explain the concept of levels of strategy for Orpat.

20 marks

Q2. Can an organization survive without the board of directors? Give reasoning for the same.

20 marks

Q3. Parag Milk Foods, the parent company of the well known Gowardhan brand, has come out with Gowardhan Khushiyan Mithai. A festive season like Diwali brings in an increased sweet consumption with the pre festive sales showing an 55% increase in sale. It is to be noted that in the year 2023, the traditional packaged Indian sweets market was valued at INR 6000-7000 crore. And as Diwali nears by, the consumers increasingly worry about the quality and the purity of the sweets which they purchase due to the heightened risk of adulteration. The Gowardhan Khushiyan Mithai is made from 100% pure Gowardhan Ghee with all the ingredients made and packaged in-house leaving zero chance of adulteration.

Formulate strategies for Gowardhan Khushiyan Mithai to make a mark on the target market segment.

20 marks

Q4. Detail out the Arther D Little's Company matrix and the BCG matrix.

20 marks

Q5. India Circus by Krsnaa Mehta, which is a Godrej Enterprise Brand, has launched its new fashion vertical offering comfortable apparel while being deeply rooted in India's rich cultural heritage. The new fashion vertical blends cultural tradition with contemporary design and includes

co-ord sets, kurtis, kaftans, men's shirts and scarves. The designs vary from bold floral prints to geometric designs.

Identify the opportunities and threats facing India Circus.

20 marks

Q6. Explain the concept of hypercompetition by taking the mobile phone industry.

20 marks

