

National Law University, Jodhpur

End Term Examination – 2024

UG V Semester

Strategic Management

Time: Three Hours

Max. Marks: 100

*Instructions:*

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

Q1. Estee Lauder, a beauty giant, which manufactures makeup, perfumes, skincare and haircare products will start local manufacturing in India. Keeping this into consideration, formulate objectives, goals and targets for top, middle and lower level management.

20 marks

Q2. Discuss the dimensions of internal environmental analysis. Is there any relevance of synergistic effect in today's business scenario?

15+5= 20 marks

Q3. Staybazar is an online market place providing alternate stay solutions to corporates and individual travellers. It brings greater visibility to an otherwise highly unorganized and fragmented alternate accommodation segment. The aim of Staybazar is two-fold: firstly, to help travellers have a homely and cost-effective experience while on travel and secondly, enable their property partners to have higher occupancy rate and thereby an increased return on investment.

Identify the opportunities and threats facing Staybazar.

20 marks

Q4. Describe Hofer's Matrix and Directional Policy Matrix.

10+10= 20 marks

Q5. Farmery, a direct-to-consumer (D2C) brand is launching two new honey variants- Organic Honey and Wild Forest Honey. These are available in eco-friendly glass bottles, packaged as

500gm with an additional 100gm free offer. The Organic Honey which is sourced from certified organic farms is chemical-free and nutrient-rich and is priced at Rs. 650/-. The Wild Forest Honey which is collected from naturally occurring hives in the forest is packed with antioxidants and medicinal properties. It is priced at Rs. 600/-.

Formulate strategies to make Organic Honey and Wild Forest Honey successful in the Indian market.

20 marks

Q6. On the basis of organizational life cycles, identify the strategies pursued by the organizations by giving relevant examples.

20 marks