

Time: 2 Hrs

Marks: 50

- N.B. 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Read the following case and answer the questions given below:

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Company X is a multinational technology company known for its innovative products in consumer electronics, software, and digital services. Founded in the early 2000s, the company has rapidly grown to become a market leader in its industry. This case study examines Company X's strategic management practices, focusing on its strategic decisions, competitive advantage, and future growth strategies. Its strategic analysis is as under:

- 1. Vision and Mission:** Company X's vision is to "empower individuals and organizations to achieve more through technology." Its mission revolves around creating products that enhance productivity, connectivity, and creativity for consumers and businesses globally.
- 2. Innovation and Technology Leadership:** Central to Company X's strategy is its relentless focus on innovation. The company invests heavily in research and development (R&D) to introduce cutting-edge technologies and stay ahead of competitors. Examples include advancements in AI, cloud computing, and digital transformation solutions.
- 3. Diversification and Market Expansion:** Company X has diversified its product portfolio beyond hardware (e.g., smartphones, laptops) into software (e.g., operating systems, productivity suites) and services (e.g., cloud services, digital platforms). This diversification strategy aims to capture a broader market and create synergy among its offerings.
- 4. Strategic Partnerships and Alliances:** Strategic partnerships with other technology firms, content providers, and enterprise clients play a crucial role in Company X's growth strategy. These alliances help expand market reach, integrate complementary technologies, and enhance product ecosystem capabilities.
- 5. Customer-Centric Approach:** Company X places a strong emphasis on understanding and meeting customer needs. Through market research, user feedback, and data analytics, the company continuously refines its products and services to deliver superior customer experiences.
- 6. Sustainability and Corporate Social Responsibility (CSR):** Recognizing the importance of sustainability, Company X integrates environmental and social considerations into its business operations. Initiatives include reducing carbon footprint, promoting diversity and inclusion, and supporting community development projects.

Questions:

1. What role does R&D play in sustaining its leadership position, and how does it balance short-term profitability with long-term innovation goals? 02
2. What criteria does Company X use to identify new markets and opportunities for diversification? 02
3. How does the company adapt its product strategies to meet the unique needs of different global markets? 02
4. How does Company X gather and utilize customer feedback to improve its products and services continuously? 02
5. What strategies has the company employed to build brand loyalty and maintain strong customer relationships in a competitive market? 02

Q.2 Answer the following: (Any One)

A) Define Strategic Management. Explain the benefits of Strategic Management

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OR

B) Elaborate the Process of Human Resource Strategy.

Q.3 Answer the following: (Any One)

A) What is Strategic Formulation? Explain its stages.

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OR

B) Write a detail note on BCG Matrix.

Q.4 Answer the following: (Any One)

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A) Discuss the internal & external Factors of Corporate Renewal Strategies.

OR

B) What is Strategic Alliances? Explain the problems of Indian Strategic Alliance.

Q.5 Answer the following: (Any One)

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A) State the strategies for managing and preventing Disasters and cope up strategies.

OR

B) Write a detail note on Make in India Policy.
