**Management Theory and Practice**

**December 2021 Examination**

# Question No 1. Can you do a SWOT Analysis of any 1 Indian company of your choice dealing in FMCG? (10 Marks)

## Ans 1.

## Introduction

There are several business units in Patanjali Ayurveda Limited. These include offices in Haridwar or Delhi, and registered workplaces in Haridwar and Delhi, respectively. A new company shape shifted into the company in 2006 and the company has grown in a number of ways to reach Rs 330 crore. In the financial year 2017-18, the company generated sales of about twelve Its Half solved only

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# Question No 2. MG Motors have been having a tough time from the time of their launch in India. They feel that there have been a lot of pilferages and wastage in their production and they need to sort it out as soon as possible. Also, the time taken to manufacturer one unit of their cars is extremely high as compared to global benchmarks. They have hired you as a consultant for the same? Can you explain the concepts of JIT and Lean Production to them and help them apply the same in order to reduce their troubles? (10 Marks)

## Ans 2.

## Introduction

In relation to JIT, the term simply means 'just in time'. A stage of stock management that involves close collaboration with suppliers to ensure raw materials arrive as the manufacturing process is set to start. We make sure

**Question No 3. Lemon Tree, a premium chain of hotels across the country has suffered tremendous losses during this pandemic and have hired you as a consultant in order to analyze the same**

**a. Can you explain Political, Economic and Social forces which have had an impact on the business? (5 Marks)**

**b. Can you also help them apply the contingency approach of Modern approach in order to face the pandemic effectively? (5 Marks)**

**Ans 3.**

**Introduction**

A prime motel chain, Lemon Tree, which provides a wide range of accommodations all across the country, has suffered substantial losses as a result of the pandemic. Although this corporation has experienced a number of troubles as a result of this lockdown, many corporations have also faced a number of problems during this lockdown period. If you want to prevent significant losses, you