**Strategic Management**

**April 2022 Examination**

# **Q1. It is rumoured that a Chinese car brand FAW Haima plans to enter India. The company will also be launching FAW Haima 8S, a mid-size SUV in India. You are in charge of Mahindra & Mahindra SUV division. Suggest 5 innovative ideas to source information about your Competitor FAW Haima so that your company is better prepared to take on this new challenge. (Please assume that Covid-19 pandemic is over). (10 Marks)**

# **Answer 1.**

# **Introduction**

Innovation may additionally help a company increase its marketplace share. An employer's innovative new product is quickly snapped up by using keen clients even though they formerly bought it at a competitor. As a result, the company's market share grows simultaneously as the percentage of the agency they left shrinks. Making switching from a competitor's product more difficult while a higher price comes along may assist companies in preserving their modern-day market share. Income growth when customers who are satisfied with a company's product Its Half solved only

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# **Q2. L1 technologies, a US based Defence contractor wishes to enter India. Conduct a PESTLE analysis for L1 technologies in India & suggest whether L1 technologies should enter India or otherwise. (Please assume that Covid-19 pandemic is over). (10 Marks)**

# **Answer 2.**

# **Introduction**

PESTEL, a business tool, analyses the outside environment and its effect on the corporate environment. Elements together with the ones in PESTEL consist of authority’s coverage, the economy, society, technology, and the natural environment. The PESTEL evaluation approach is utilized in India's business environment to look at these macro-environmental variables. Businesses in India use such software to attract buyers and multinational firms and secure long-

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**Q3. You are the Head-Manufacturing of Tata Steel. You are planning to set up a brand-new Manufacturing plant at a village in rural Karnataka.**

**a. Perform a Stakeholder analysis & suggest which all stakeholders will be taken into confidence & also what would be your communications approach plan to bring them into your point of view? (Please assume that Covid-19 pandemic is over). (5 Marks)**

**b. Highlight some of the creative & innovative initiatives that you would undertake to convince the stakeholders that you mean to do good for all the stakeholders. (Please assume that Covid-19 pandemic is over). (5 Marks)**

# **Answer 3a.**

# **Introduction**

Stakeholders refer to all individuals and agencies interior a company concerned in or affected by a project. To understand who the major stakeholders are, what level of involvement, interest, and impact every organization has, and how high-quality to interact with each of them, a stakeholder

**Answer 3b.**

**Introduction**

several innovation tasks have collapsed in advance because the Sponsor of the innovation instruct failed to become aware of, consult, and encompass crucial stakeholders early enough. A task that has deviated from the core business model's strategic alignment won't be terminated right away if stakeholders aren't constantly controlled, ensuing in the lack of valuable time,