**Strategic Management**

**December 2022 Examination**

**1. You are the marketing director of Citibank, your bank is making huge profits globally in the consumer banking division, your organization now wants to cut back on consumer banking and wants to focus on business-to-business segment.**

**What type of strategy is it? Create a strategic plan for the disinvestment? How will you handle employee reactions, anger? Prepare a communication strategy. (10 Marks)**

**Ans 1.**

**Introduction**

Business banking and the banking sector define the essential element of promoting business worth. Business banking defines the need to connect and manage the business with clients to handle the problems related to monetary and cash assistance. In addition, clients regularly see the banking business to It is only half solved

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**2. The IPL has never missed a season. Despite the Pandemic, the IPL organized its seasons in the UAE. In the past, the IPL has organized its event in South Africa. Why would IPL be so insistent on continuing with its seasons despite the challenges it faced? Do you think the IPL brand would have been tarnished had a couple of seasons got missed? Would missing a season impact the IPL brand. Analyze and evaluate. (10 Marks)**

**Ans 2.**

**Introduction**

The sport is just one of the vital tasks for humans to advertise health and fitness and evaluate the importance of games in everyday life to take care of healthy, balanced, and exciting life worths. Sporting activities organizations also encourage people to function the values and goals that help to attain human desires related to balancing or attaining life in the sporting activities field. People play various games based on their passions, including cricket, hockey, volleyball, and football. However, IPL or Indian

**3. You are the head corporate strategy for cinema express a successful theatre chain having 20 theatres with 80 screens in tier two towns of India with the Pandemic hitting hard at the theatre business with prolonged shutdowns business has been badly hit. Along with this consumer sentiment has been dampened deeply.**

**a. As the company's head of strategy, what strategies would you evolve in ensuring your organization remains relevant in the post pandemic world. Create a strategy plan.(5 Marks) –**

**Ans 3a.**

**Introduction**

Entertainment and satisfaction are required for people to examine and live a grateful life. The Movie Theater and corporate strategy are also required for creating a thankful company. Business analysis and competitive preparation explain the business values to take care of a competitive service plan and explore pertinent changes. The covid circumstance is additionally negatively

**b. How would you reposition your company’s brand in the future? Create two new products for your theatre chain which can ensure relevance and protect the company from unforeseen circumstances. (5 Marks)**

**Ans 3b.**

**Introduction**

Brand positioning defines the competitive method to describe the competitive reposting to check out the brand pictures and develop product worths. Moreover, the existing company setting represents the worth