**Strategic Management**

**April 2023 Examination**

**Q1. Founded in 2011 and launched in 2013 in St Jose California USA, Zoom Video communications had made steady progress in the enterprise communications domain with a structured growth pattern, the company also received regular funding from venture funds and was listed on the New York Stock exchange in 2019. It was also the year in which Zoom hit profit territory, in December of 2019 Zoom had a total user base of 10 million; then, the pandemic struck, the user load of Zoom zoomed from 10 million to 300 million by January of 2020, as the pandemic wanes Zooms growth rate is slowing down as well, the drop in growth has seen its stock value plummeting in**

**2022. In a situation like this if you are the chief strategy officer of the company what plans would you make to acquire new customers. What would be your USP and how would you focus on the core business strategy to make the company more relevant for its consumers. (10 Marks)**

**Ans 1.**

**Introduction**

Zoom video communications, Inc, usually called Zoom, is an American technology company. Its headquarters lie in San Jose, The Golden State. It aids us in getting in touch with our family and friends living much from us through video seminars. It is additionally made used professionally by several companies for online conferences. It has a high user base and is extra well-known among people than any other company. Its key uses are video calls, talks, voice calls, digital occasions, and getting in touch with facilities. It additionally allows a free platform for third-party designers to form and develop customized applications and a linked

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**2. You are the marketing director of ISL the Indian Super league which is India’s premiere soccer league ISL has added 16% growth of viewership in 2020 season over 2019 season but the league compares poorly with the 400 billion viewers delivered by the IPL in 2020. What strategies would you adopt to make ISL popular amongst consumers? Create a strategic plan with a 10-year vision. (10 Marks)**

**Ans 2.**

**Introduction**

Soccer is no question preferred throughout the entire globe. It is delighted in by numerous individuals. Whenever there is a soccer world cup, many people visit the host country and enjoy and buzz the game. But sadly, in India, the fad of soccer is not that much. People do enjoy football, yet it is less popular. Soccer gamers are underpaid because there are fewer. Yet, with time, soccer is likewise obtaining appreciated, and players are getting renowned for their skill and game. It will take a while; however, individuals will be as captivated by soccer

**Q3. You are the CEO of super events a successful event organization working with top movie stars and organizing one of the marquee events in the annual entertainment calendar. During the pandemic, your business was completely shut down. Post pandemic the business environment is opening again.**

**a. As CEO of the company, what strategies would you evolve in ensuring your organization remains relevant in the post pandemic world? Evaluate and create the type of events your organization can get into to rebuild the business. (5 Marks)**

**Ans 3a.**

**Introduction**

The Covid pandemic has hit the global economy very hard. Businesses have yet to have the ability to stand up to the pandemic. Many talks are taking place that the world economy is going into an economic downturn as the rising cost of living is already high in all the countries. Businesses must develop new strategies to help them through these challenging

**b. Create a blueprint for the diversifications your organization can adopt for expanding its business. (5 Marks)**

**Ans 3b.**

**Introduction**

Business expansion is complex as it requires a considerable circulation of funds and an increased workforce. A company must create an appropriate strategy and execute it effectively to attain preferred