**Strategic Management**

**June 2023**

1. **You are a business person who has access to capital and you want to build a global advertising empire. Create a strategic plan to build your business, do you think that acquisitions could be a strategic option? Justify your answer. (10 Marks)**

**Solution**

**Introduction**

When Bob Iger, the former Disney CEO, was asked about the remarkable revitalization of the Walt Disney Company over the past two decades, his unequivocal answer was:

“*Disney used mergers and acquisitions as a business growth strategy*”.

Over that time, Disney acquired leading production companies like Marvel, Lucasfilm, Pixar, and 20th Century Fox. Each brought something different to the table. With Pixar, the company could acquire the world’s most

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**2. The Indian Super League is India's leading soccer league but is struggling with viewership. What could be the reasons for this lack of consumer interest? What strategies would you recommend to the league management if you were its strategy consultant? (10 Marks)**

**SOLUTION**

**Introduction**

To answer the question, it will be pertinent to compare **ICL** with **CSL** in China in comparative citations.

***1. League Reputations***: In the Asian context, the Chinese Super League is considered to be one of the top Football Leagues, as the Chinese Team could clinch the Asian Champions League on 3 Occasions. As per as the Chinese Super League is concerned,

 **Inox and PVR recently merged to create India's largest theatre groups, the combined entity now has 1500 theatres across the country. This is 20% of the current market size and nearly 50% of the revenue.**

**a. If you were an owner of a single-screen theatre in a city where Inox PVR has**

**multiple screens what strategies would you adopt to compete? (5 Marks)**

**SOLUTION**

**Introduction**

A new campaign ***# Ouch The Couch*** has been created by **PVR**. This campaign came into being during the pandemic. The concept of the campaign was introduced as the theatres were shut down during the pandemic and people had to watch movies on their couches as the best pass time

**b. Analyze the state of India's movie theatre industry and what the industry needs to do to evolve going forward in this highly competitive technology-driven media and entertainment industry. (5 Marks)**

**SOLUTION**

**Introduction**

The demand for quality movies in India has always been high. The same demand has accentuated the status of the Indian movie industry to come up with quality and innovative content. In the Indian cinema industry, Bollywood has always played the big daddy's role. As it always sets new benchmarks