**Strategic Management**

**September 2023 Examination**

**1. You are the CEO of a bank which sustaining continuous loses in its insurance business although your company has a large bank of customers. What according to you could be the problem and what solutions would you suggest to the board?**

**Create a strategic plan to rebuild your business; Do you think retrenchment could be a strategic option? Justify your answer. (10 Marks)**

**Ans:**

**Introduction:**

As the CEO of a bank facing non-stop losses in its coverage business, it's imperative to discover the foundation causes of the problem and devise a strategic plan to rebuild the commercial enterprise. While the bank may have a large customer base, the sustained losses within the insurance segment indicate underlying problems that must be addressed. In this strategic plan, we will examine the potential troubles main to the failures and propose answers to rectify the situation.

**Concepts and applications:**

**1. Competitive analysis:**

One possible problem might be intense competition in the insurance industry. We need to

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**2. The Pro Kabbadi League PKL is India’s leading kabaddi league but is struggling with sponsorship. What could be the reasons for this lack of sponsor interest? What strategies would you recommend to the league management if you were its strategy consultant? (10 Marks)**

**Ans:**

**Introduction:**

The pro-Kabaddi League (PKL) has undoubtedly emerged as India's premier kabaddi league, garnering considerable recognition and viewership since its inception in 2014. but, despite its enormous fulfillment, the company has confronted challenges in attracting sponsor hobbies. This lack of sponsorship can be attributed to numerous reasons, ranging from the nature of the sport to marketplace opposition and restricted outreach. In this strategic evaluation, we will delve into these factors and provide recommendations to the league management to overcome the sponsorship

**3. WPP became a global advertising be mouth because of a relentless acquisition’s strategy. This has led to its global dominance in such a scenario.**

**a. If you were an owner of a small full-service advertising agency what strategies would you adopt to compete. (5 Marks)**

**Ans:**

**Introduction:**

In a world dominated by a global advertising behemoth like WPP, small complete-carrier marketing agencies face numerous demanding situations to compete and thrive in the industry. WPP's relentless acquisition approach has given it a significant area regarding assets, attain, and marketplace dominance. However, being a small organization does not mean one can't compete efficiently. Small companies can carve out their space within the

**b. Analyze the state of India’s advertising industry and what the industry needs to do to evolve going forward in this highly competitive technology driven industry which is dominated by a few global giants. (5 Marks)**

**Ans:**

**Introduction:**

The advertising industry in India has skilled a big boom and transformation over the years. With a population of over 1. three billion human beings and a rapidly expanding center class, India presents a large and lucrative market for advertisers. The industry has witnessed the rise of global giants and the emergence of new technologies, developing opportunities and