**Strategic Management**

**December 2023 Examination**

**1) You are a mobile phone manufacturer manufacturing phones for different segments of the population. Sales for your lower segment phones is falling while sales for your higher segment is increasing.**

**Why do you think is this happening? What could be the reasons? How do you deal with situation? Does this need any change of strategy? What changes would you do in strategy? Give valid reasons, examples while answering the questions. (10 Marks)**

**Ans 1.**

**Introduction**

In the rapidly evolving world of mobile technology, consumer preferences and market dynamics have displayed tendencies to shift based on a myriad of factors. One such intriguing phenomenon is the decline in sales of the lower segment phones and the corresponding surge in sales for the higher segment offerings. This apparent dichotomy could be the result of various socio-economic, technological, and even psychological factors. A thoughtful analysis of these reasons is crucial for any mobile manufacturer to determine the necessity and direction of strategic modifications. Through an exploration of this topic, we aim to dissect

**2) India has been a laggard in the world of Sports. You have been appointed as a consultant for strategy for building a sports ecosystem in India. Suggest a strategic road map to make India a sporting powerhouse. (10 Marks)**

**Ans 2.**

**Introduction**

India, a nation with a rich cultural tapestry and an illustrious history, has often been seen as a powerhouse in various arenas - be it IT, arts, or cuisine. However, the arena of sports, barring a few exceptions, is one where the nation has lagged. While the country boasts champions in cricket and individual sports like badminton and wrestling, the collective representation in global competitions remains minimal. Several factors, such as insufficient infrastructure, lack of systematic training, and limited grassroots development, have hindered India's emergence

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**3) You are the marketing strategy head for a major online music service. Your business is dependent on advertising, but, despite the large number of consumers listening to your app. Advertisers have not been enthused to advertise. (5 Marks)**

**a. What strategy should you adopt to get advertisers on board? Give examples to justify your answer.**

**Ans 3a.**

**Introduction**

In the digital age, online music services have gained immense traction, offering consumers an expansive array of music at their fingertips. While amassing a significant user base should ideally be attractive to advertisers, there can be challenges that deter them. If advertisers are reluctant to invest, it’s indicative of a gap between the perceived value proposition of the

**b. Create two ideas to engage with advertisers. (5 Marks)**

**Ans 3b.**

**Introduction**

In an age dominated by digital interaction, the success of online music platforms hinges not just on user engagement but equally on attracting advertisers. While the user base is sprawling and dynamic, making the platform appealing for advertisers requires tailored strategies. To ensure advertisers perceive genuine value and a distinct edge over competing