**Strategic Management**

**December 2023 Examination**

**1. Lalbaugcha Raja Sarvajanik Ganeshotsav Mandal in Lal Baug, Mumbai is a charitable Trust which manages and runs the extremely popular and one of the biggest Ganapati pandals in Mumbai. Established in 1934 it has been in existence since last 90 years. It has an annual income of around of Rs. 6.25 crores.**

**This trust wants to use the Principles of Strategic Management to operate the trust in a professional manner and optimize the resources it has.**

**Explain the different ways in some of the principles of Strategic Management be used by this Charitable Trust.**

**Ans :**

**Introduction**

Lalbaugcha Raja Sarvajanik Ganeshotsav Mandal, hooked up in 1934, is a charitable accepts as accurate with coping with one of Mumbai's most prominent and most famed Ganapati pandals, Lalbaugcha Raja. With a remarkable record of 90 years, the trust is deeply embedded inside the city's cultural fabric. The pandal attracts millions of devotees annually and generates an income of about Rs. 6.25 crores. Integrating strategic management standards is vital to enhance efficiency, sustainability, and social effect.

Strategic management entails studying an organization's inner and external surroundings, formulating strategies, implementing them, and comparing their effectiveness. For

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**2. Do a SWOT Analysis for India as the IT Hub of the World?**

**Ans:**

**SWOT Analysis for India as the IT Hub of the World**

**Introduction**

A sizable surge in technological advancements, a professional team of workers, and strategic positioning in the worldwide IT marketplace have marked India's emergence as a potential IT hub internationally. The rise of modern India as an IT powerhouse results from various factors, including a massive talent pool, cost advantages, mounted infrastructure, and a conducive business environment.

However, this position has challenges and threats, necessitating a comprehensive SWOT (Strengths, Weaknesses, opportunities, and Threats) evaluation to understand the intricacies

**3. Please answer the following**

**a. All of you have heard of BYJU’s. The company, which made a loss of over Rs 4,500 crore in FY2021, is trying to cut costs by laying off employees across various departments and has laid off around 5,000 employees. Its losses for FY22 and FY23 are not available.**

**Give any two methods which be used to turnaround BYJU’s and make it a profit-making organization.**

**Ans:**

**Introduction:**

BYJU, a prominent name in the tech sector, has been in the spotlight due to its significant monetary losses in FY2021. The employer said a brilliant over Rs 4,500 crore loss during that financial year, mainly due to issues about its long-term sustainability. Exploring innovative strategies and methods is imperative to address this disaster and ensure a worthwhile destiny for BYJU. This essay delves into two crucial ways for turning around BYJU: Diversification

**b. A company is selling a total of 8 products which in terms of the BCG Matrix are classified as under:**

**Dogs – 3 products**

**Cash Cows – 3 products**

**Star – 1 product**

**Question Mark – 1 Product**

**Analyse if the Product Portfolio of the company is balanced or not clearly giving reasons for the same. How can the same be balanced?**

**Ans :**

**Introduction**

This analysis will examine an organization's product portfolio consisting of eight products categorized into puppies, coins, Cows, Stars, and query Marks. The portfolio's balance can be assessed based on the proportions and characteristics of products in every quadrant. Subsequently, techniques to balance the portfolio can be proposed to decorate the corporation's average growth and