**Strategic Management**

**April 2024 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**

Within the ever-evolving mobile phone market, trends and consumer preferences constantly evolve. The observed shift in sales, with lower segment phones declining while higher segment phones increased, is indicative of changing consumer demands and market conditions, creating both opportunities and challenges for mobile phone manufacturers. Examining what factors are driving this shift requires conducting in-depth analyses, such as technological advances, changes in consumer purchasing power, saturation of lower segments or rising perceived values for premium features. Understanding these factors is integral to developing an effective strategic response, and can indicate a change in approach - perhaps

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**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's path in sports has been one of triumphant achievement and periods of underachievement. India has historically demonstrated great potential in various sports disciplines; however, its overall performance in international sporting competitions has been disappointing given its size and potential. Therefore, a comprehensive plan to make India into a sporting powerhouse is imperative. Transformation requires an integrated approach, covering infrastructure development, talent cultivation, policy innovation and cultural adjustment. Goal of creating an ecosystem of sports beyond cricket that embraces everything

**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**

**Ans 3a.**

**Introduction**

Within the highly competitive landscape of online music services, one of the major challenges lies in attracting advertisers despite having a large user base. As the marketing strategist of an online music service, your priority should be understanding and capitalizing on its unique aspects to attract advertisers. This means demonstrating the value proposition of the platform, demonstrating audience engagement levels, and offering innovative advertising solutions that meet both consumer needs and advertiser expectations. Any strategy adopted

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

**Ans 3b.**

**Introduction**

Engaging with advertisers in a meaningful and effective way is crucial for an online music service that relies heavily on advertising revenue. The challenge lies in crafting innovative and mutually beneficial engagement strategies that resonate with the advertisers' goals while preserving the integrity and appeal of the platform for users. These strategies should not only capture the attention of potential advertisers but also demonstrate the unique opportunities