Enrolment No. _____

AHMEDABAD UNIVERSITY

AMRUT MODY SCHOOL OF MANAGEMENT

UNDERGRADUATE PROGRAMMES

2022-2023 MONSOON SEMESTER

END SEMESTER EXAMINATION

MGT341 COMPETITIVE STRATEGY

Date: 27-11-2022
Time: 11.00 am – 01.00 pm

Total Marks: 60
No. of printed pages: 01

INSTRUCTIONS:

1. This question paper consists of 1 page with 3 questions
2. It is a closed book and closed notes exam. No electronic gadgets, notes or books will be allowed into the examination hall.
3. Please read the case provided to you and carry a hard copy of the case.
4. The case copy cannot be shared internally with other students.
5. All the three questions carry equal marks (20 marks each).
6. Doubts regarding the questions will not be entertained during the examination.

Q1. Evaluate the attractiveness of the Indian Wine Industry. Based on your analysis, how is Sula Vineyard (Sula) placed to take advantage and deal with the factors affecting Indian Wine Industry's attractiveness? (20 marks)

Q2. Identify VRIN/VRIO resources for Sula. Does the company have a sustainable advantage? Also, perform a SWOT analysis for Sula based on case facts. Which area needs the most improvement? (20 marks)

Q3. Referring to exhibits 14-16 and other exhibits, what strategy should Sula follow for each scenario? (20 marks)