SOMAIYA
VIDYAVIHAR UNIVERSITY
Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Commerce (Accounting & Finance)	**SEM: V**
ATKT	**JUN-2026**

Sr. No.	Subject	Available
1.	231UO2C605 – Management Theories & Application	
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January/February 2026 **Examination: In Semester Examination (UG/PG Programmes)**			
Programme code: **Programme: BAF**		**Class:** TY	**Semester:** V
Name of the School: **SK Somaiya College**		**Name of the Department** : Accounting & Finance	
Course Code: 231UO2C605	**Name of the Course: Management Theories & Application**		
Duration : 1 Hr.	**Maximum Marks : 30**		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Ans any 3 out of 4			

Question No.		**Max. Marks**	**CO**
Q1	Problem: Reliance Retail, India's largest retailer, operates in a highly dynamic environment with diverse business segments (e.g., groceries, electronics, fashion). The company has different business units, each facing unique market conditions and customer preferences. Question: Using the contingency approach, how should Reliance Retail's management adapt its strategies to achieve organizational goals in this diverse and changing environment?	10	CO2
Q2	Tata Motors, an Indian multinational automotive manufacturing company, has been expanding its global presence through strategic acquisitions and partnerships. In 2008, Tata Motors acquired Jaguar Land Rover (JLR) from Ford Motor Company, marking a significant milestone in its global expansion. Questions: 1. How has globalization contributed to the growth of strategic management in Tata Motors? 2. Analyze the impact of the JLR acquisition on Tata Motors' business operations and strategy. 3. What strategic management challenges do you think Tata Motors faced during the integration of JLR, and how did it address them? 4. How has Tata Motors' global expansion influenced its organizational structure and culture?	2 3 3 2	CO1
Q3	Marico, a leading Indian FMCG company, has been focusing on building a strong brand portfolio and expanding its global presence. Questions: 1. Analyze Marico's approach to brand management, highlighting its strategies for portfolio management and brand extension. 2. Discuss Marico's efforts to adopt sustainable business practices and their impact on its brand image. 3. Examine Marico's approach to innovation, focusing on its use of consumer insights and market research.	3 3 4	CO2

Q4	A rapidly growing Indian startup, Zomato, has been expanding its services beyond food delivery to include grocery delivery, travel bookings, and more. Background: Zomato started with a simple structure but now faces challenges in managing its diverse services and growing teams. *Questions:* 1. Analyze Zomato's current organizational structure and the challenges it faces due to its expansion.		CO2
	2. Discuss the suitability of a functional structure vs. a divisional structure for Zomato's current needs.	2	
	3. Examine the potential benefits and drawbacks of adopting a matrix structure for Zomato, considering its diverse business lines.	3	
	4. What organizational structure would you suggest for Zomato, and why?	3	
		2	