

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination, December 2024

B. Tech. (CSE), Semester III, 2024-25

Roll No.....

LS1108: Essentials of Business Management

Time: 2.5 hours Max. Marks: 35

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
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Q1) Byju Raveendran founded Byju's in 2011 and launched a learning app in 2015 that promised personalized, interactive and adaptive learning benefits for school students. The Byju's app found many takers. Even venture capitalists got interested in Byju's and India's ed-tech growth story and poured millions of dollars into the company.

The pandemic impacted the world of education in a big way. Learning online was the new normal and Byju's was among the harbingers of this change. Buoyed by the growing demand for its courses, Byju's attracted more venture funding. Flushed with funds it went on an acquisition spree to expand its offerings into different domains and its business into foreign countries. Its valuation continued to increase, reaching US\$ 22 billion in 2022. After the end of the pandemic, online teaching and learning took a backseat. This started impacting Byju's as students stopped renewing their subscriptions. The investors were unhappy with Byju's delaying the announcement of financial results year after year and started demanding higher interest and prepayment of loans. The auditor, Deloitte, severed its ties with Byju, citing its inability to conduct an audit. Three directors representing the leading investors in the company resigned from the board. As of October 2024, the company is in a state of financial turmoil and faces a number of legal and financial challenges. The tuition centres are being closed down. The company's founder, Raveendran, has declared the company's net worth to be zero. However, he remains optimistic and has introduced a new initiative called Byju's 3.0, which aims to introduce an AI-driven educational platform. Industry experts and former investors remain skeptical about the company's future.

- A) Do the SWOT analysis of the company Byju. 05(LO1,2)
B) According to you, which management function Byju could not perform effectively and efficiently that led to its downfall. Justify your answer. 05(LO2,3)

Q2) You have recently become the CEO of a telecommunication's company where the dissatisfaction amongst its employees is very high. Many employees have left the company and many are in process of leaving. The current workforce is neither motivated nor have any loyalty towards the company. The previous CEO of the company was too strict in controlling employees and too reluctant to show any leadership qualities. You are advised by the Board of Directors of the company to work on the following parameters to improve the company's image:

- A) Incorporating sustainable business practices in the company 05(LO1,4)
B) Improve the overall organization culture of the company 05(LO3)

Q3) Fresh Brew Café is a startup coffee shop chain founded by Emma, a young entrepreneur passionate about specialty coffee. Emma's goal is to open five outlets in her city within the next two years. However, she knows that proper planning is crucial to make her vision a reality. Emma begins by conducting market research to understand customer preferences, competitor pricing, and popular café locations. Despite her efforts, Emma encounters challenges. Finding affordable locations in prime areas is tough, and delays in vendor deliveries threaten her timeline. Emma must decide whether to adjust her goals, explore less competitive neighborhoods, or delay the launch.

A) What components of management would you suggest Emma to address the challenges while staying aligned with her long-term objectives? 05(LO2,3)

Q4) What has made the Indian economy so resilient? Consider factors that have contributed to the growth and development of the Indian economy. 05(LO4,5)

Q5) Explain Law of Demand and Supply. Do all goods and services provide by the Indian economy follows law of demand? Are there any exceptions? Explain your answer 05(LO4,5)