

Vidya Vikas Mandal's

Shree Damodar College of Commerce & Economics, Margao-Goa

BBA, Term – V (REGULAR) Term End Assessment SEPTEMBER 2023

Course Title : Case Writing & Analysis 1 & 2 ( BBCB047/048 )

Duration: 90mins

Maximum Marks: 25

Instructions:

1) Figures to the right indicate maximum marks.

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- Q1) Identify the key steps involved in approaching an organization for data collection in a case study context. (5 marks)
- Q2) Explain the significance of data analysis in the case analysis process. Provide examples of how a well-conducted data analysis can lead to more accurate problem identification and better-informed recommendations. (5 marks)
- Q3) Analyse the importance of effective communication in presenting a case analysis to stakeholders. How does clear and persuasive communication enhance the impact of recommendations? (5 marks)
- Q4) Read the following case and answer the questions given below

Luxor Watches, with its roots dating back over a century, was a symbol of timeless elegance and craftsmanship. For generations, it had adorned the wrists of dignitaries, adventurers, and romantics. However, as the years went by, Luxor Watches found itself losing its sparkle in a rapidly changing world. While Luxor Watches continues to produce high-quality timepieces, it has struggled to adapt to changing consumer preferences and technological advancements. Specifically, the brand's reluctance to embrace smartwatch technology, which has gained immense popularity among consumers seeking multifunctional and connected timepieces, has left it struggling to capture the interests of younger consumers. As a result, Luxor Watches faces a host of other issues with regard to Intense Competition, Aging Customer Base, Outdated Technology, Decline in Brand Equity, Retailer Relationships etc. Luxor's beautiful mechanical watches began to lose their allure. Sales dwindled, and the brand was at risk of fading into obscurity.

But Luxor Watches was not one to go down without a fight. The company's new CEO, a visionary with a deep appreciation for horology, embarked on a quest for revival. The core issue was clear: Luxor needed to adapt to the digital age while preserving its heritage. Luxor Watches began its transformation. They retained their commitment to craftsmanship but also embraced smartwatch technology. Their new line of hybrid watches seamlessly blended tradition with innovation. Luxor became not just a watch but a wearable tech piece that honored its legacy while catering to the modern lifestyle. Customers responded with enthusiasm. Luxor Watches once again graced the wrists of those who appreciated elegance and innovation. The brand's market share grew, and it became a symbol of timeless style in the digital era. Luxor had successfully revived its heritage, demonstrating that even the oldest of brands could adapt and thrive. The tale of Luxor Watches is a story of transformation and adaptation. It teaches us that heritage and innovation can coexist, that the past can inspire the future, and that a brand's identity can evolve while remaining true to its roots. Luxor Watches' journey from a fading heritage brand to a modern icon showcases the enduring power of storytelling, craftsmanship, and innovation in the world of business and branding.

Questions:

1. Identify the main issue discussed in the case (4 Marks)
2. Analyze the case and write down the related issues in the above case & also give suggestions based on your analysis (6 Marks)