**Assignment 2 MGT101 (2nd Term 2021-2022)**

**Deadline: 09/04/2022 @ 23:59**

**(To be posted/released to students on BB anytime in Week 7)**

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| Course Name: **Principles of Management** | Student’s Name: |
| Course Code: **MGT101** | Student’s ID Number: |
| Semester: 2nd | CRN: |
| Academic Year: 1442/1443 H, 2nd Term | |

**For Instructor’s Use only**

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| Instructor’s Name: Lujain Miralam | |
| Students’ Grade: /10 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* This assignment is an individual assignment.
* **Due date for Assignment 2 is 09/04/2022**
* The Assignment must be submitted only in **WORD format** via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).

**Submissions without this cover page will NOT be accepted**.

***Assignment Purposes/Learning Outcomes:***

After completion of **Assignment-2** students will be able to understand the

**LO 2.2: Employ knowledge and techniques of strategic planning, problem solving, decision making and change management.**

***Assignment-2***

Please read the case **“La Croix Is Losing the Sparkling Water Wars”** given on Page number 241, Chapter 6 – “Strategic Management” available in your textbook/e-textbook “**Management: A Practical Introduction” 10th edition** by Angelo Kinicki, & Denise B. Soignet and answer the following questions (**Each of your answer should be 100-150 words**):

**QUESTIONS**

Q1. What is the underlying problem in this case from CEO Nick Caporella’s perspective? (2 .5Marks)

Q2. Develop a SWOT analysis for LaCroix. (2.5 Marks)

Q3. Do a VRIO assessment of LaCroix’s Sparkling water and recommend a solution based on this assessment? (2.5 Marks)

Q4. Which of Michael Porter’s four competitive strategies is LaCroix trying to follow? Explain. (2.5 Marks)

**ANSWERS:**

**1.**

**2.**

**3.**

**4.**