

Duration: 90mins

Maximum Marks: 25

Instructions:

1) Figures to the right indicate maximum marks.

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- Q1) Identify the steps involved in identification of problems or decision areas in a case
(5 marks)
- Q2) Evaluating alternative solutions involves considering different options to address the problems identified in a case. Explain the Steps involved in evaluating alternative solutions to address the problems identified in a case.
(5 marks)
- Q3) Selecting the optimum solution involves choosing the best option among the alternatives identified during the case analysis. Explain the steps involved in selection of Optimum Solution for case problem with Justification
(5 marks)

Q4) Read the following case and answer the questions given below:

HeritageTaste, a culinary brand steeped in tradition with a legacy dating back over a century, has long been synonymous with authentic flavors and culinary craftsmanship. For generations, its traditional recipes adorned dining tables, cherished by connoisseurs and epicureans alike. However, in the face of a rapidly changing culinary landscape, HeritageTaste found itself at a crossroads. While the brand continued to produce time-honored culinary delights, it grappled with challenges in adapting to evolving consumer preferences and technological advancements. The reluctance to embrace modern cooking techniques and innovative flavors left HeritageTaste struggling to captivate the palates of younger consumers, leading to issues related to Intense Competition, an Aging Customer Base, Resistance to Modern Culinary Trends, Decline in Brand Equity, and strained relationships with retailers.

Undeterred by the threat of fading into culinary obscurity, HeritageTaste's new visionary CEO, passionate about preserving culinary heritage, embarked on a transformative journey. The core challenge was evident: HeritageTaste needed to adapt to the dynamic culinary scene while safeguarding its rich traditions. The brand initiated a culinary transformation, retaining its unwavering commitment to traditional recipes while embracing modern gastronomic trends. The introduction of a new line of fusion dishes seamlessly blended age-old flavors with contemporary culinary innovation. HeritageTaste evolved beyond being just a culinary brand; it became a symbol of authentic taste in the modern culinary era. The response from customers was overwhelmingly positive, as HeritageTaste once again graced dining tables with its unique blend of heritage and innovation. The brand's market presence grew, and it became an icon of timeless taste in the dynamic world of culinary exploration. HeritageTaste's successful revival illustrates the enduring power of storytelling, craftsmanship, and culinary innovation in the ever-evolving landscape of gastronomy. This case is a testament to the idea that heritage and innovation can coexist harmoniously, demonstrating that a brand's culinary identity can evolve while remaining true to its flavorful roots.

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 justified suggestions based on your analysis
(6 Marks)