



# NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal  
[ecell.nitk.ac.in](http://ecell.nitk.ac.in)



## Case Interview

### RULES & REGULATIONS

- Select **any one** of the given case studies and prepare solutions for given questions.
- You don't need to submit the solution anywhere but would be interviewed about the case during your interview.
- Creating a basic PPT/Doc for your answers is **not necessary**, but would be appreciated.

## CASE STUDIES

1. WeWork is a commercial real estate company that provides shared workspaces for technology startups and services for other enterprises.

It was valued at \$47 billion in January 2019 which dropped to \$10 billion by September 2019.

- a. What do you think were the reasons behind the fall of WeWork?
- b. What do you think the management should have done differently to mitigate this crisis?
- c. What do you think the management should do now to bring WeWork back to its feet?
- d. Do you feel that WeWork failed because its model was flawed or were there other reasons?

2. Imagine you are part of a tech startup in India, working as a mobile application developer.

- a. Which sector of the Indian market would you venture into?
- b. How would you use the 'Aatmanirbhat Bharat Abhiyan' to your advantage?
- c. Would you focus on making a better version of existing applications or creating an original application? Elaborate on your choice.

3. In June 2019, Zomato announced that they would be offering paternity leave of 26 weeks to their employees. They also stated there wouldn't be an iota of difference between maternity and paternity leave either.

- a. What do you think are some of the merits of such an action by Zomato both in the short term and long term.
- b. Can all companies emulate the same? Why or why not? If you believe the answer is no, which companies can and which companies cannot.
- c. What are some of the detrimental or harmful impacts of such a move? Are these demerits compensated by the points in (a)
- d. If you ran a company, how would you structure such a policy?

4. Recently various apps of Chinese origin were banned including PUBG, TikTok, CamScanner and more. Imagine you run a small startup which creates apps across a wide array of fields and topics.

- a. What would you do to take the best advantage of the situation?
- b. Would you try to focus on a single sector or make apps in a wide domain?
- c. Assuming the ban on such apps is removed in the future, how would you deal with competition when they reenter?

5. ITC is one of the largest FMCG companies in India. They are also one of the most diversified businesses with hotels, FMCG, cigarettes and more. Yet, in spite of all this the ITC stock is one which performs rather poorly as opposed to stocks in the same sector although the fundamentals of the firm are concrete.

- a. In financial terms, what is the reason behind ITCs low stock price?
- b. Why is ITC not able to compete with the likes of other firms like HUL?
- c. What exactly must ITC change to ensure an increase in their stock price?