

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: Open Elective
Subject/Course: Competitive intelligence
Max. Marks: 100
Course Code: GMST2201

Semester : 4

Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	A Company plans to invest \$2 billion in Indian Aviation Industry , The company is based in USA.Company is 3 rd largest Aircraft Parts supplier in the world. Do a Complete analysis of Indian Aviation market.Suggest the company whether they should move forward.	20	
Q.2	In spite of high demand for telecom services, companies are finding it difficult to survive in Indian Telecom Market. Comment with special reference to competition in the telecom market.	20	
Q.3	Assume a situation where every competitor wants to reduce price to gain customer and competitors don't have any information regarding pricing of each other. What may be the outcome? Explain with help of Prisoners Dilemma	20	
Q.4	Google wants to invest in Indian companies, they have three choices Byju's , OLA , Flipkart. Which one they should choose. Explain your answer.	20	
Q.5	Xerox wants to acquire HP. Critically analyze what is the advantage to Xerox if they acquire HP.	20	

ANSWERS