

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**Online End Semester Examination – December 2020**

**Program: BBA AVO**  
**Subject/Course: Business Policy and Strategy**  
**Course Code: STGM3001**

**Semester: 5th**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**SECTION A**

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	<ul style="list-style-type: none"><li>In 2017 who was the chairman of Nissan-Renault Alliance.</li><li>Jaadhu Holdings LLC is a part of which company</li><li>Name the parent company of Google.</li><li>What is Strategy</li></ul>	5	1
2	True or False  1) A strategy is not a part of Business planning 2) BCG matrix was created by CK Prahalad 3) Vodafone-Idea is a Joint Venture 4) Strategic Execution is not important for the organization 5) Nikesh Arora is the CEO of Palo Alto Networks	5	1
3	Explain the important of Strategy for an Organization	5	4
4	Explain the Difference between horizontal and vertical integration	5	4
5	Explain 5 important factors for better strategy execution	5	1,2
6	What do you mean by Resource-Based View of the firm	5	1,2

**Section B**

1. Each question will carry 10 marks  
2. Instruction: Write short/brief notes

1	What is Strategic Formulation. Explain with example	10	3
2	Explain Porter's Five Forces. Apply it to the market of your choice	10	2
3	Explain the Principle of Strategic Execution	10	2
4	Explain the importance of culture in an organization.	10	2

5	<p>You are the CEO of ABC Airlines, a major airline headquartered in Mumbai, India. Operating an extensive international and domestic network, ABC Airline is the world’s largest airline by fleet size and revenue, and the second-largest by a number of destinations served, after British Airways.</p> <p>You are just informed that the price of oil has dropped to \$0. As a CEO what should be your next action plan.</p>	10	2 3
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Section C

1) Short Case Study

1	<p>After a cash crunch grounded it about 20 months ago, India’s oldest private airline is now all set to take to the skies again. But with new owners who have no track record of operating a carrier and a pandemic that is still raging in India, it might be a turbulent flight for the airline.</p> <p>In October, a consortium of investors (pdf), including UK-based asset management firm Kalrock Capital and UAE-based businessman Murari Lal Jalan, officially took over Mumbai-headquartered Jet Airways, which had been grounded in April 2019. Both the new investors have no previous experience of managing an airline.</p> <p>We are still waiting for more details. Until then it’s too early to say that Jet will be able to disrupt the market or will enjoy the position it did earlier,” said Mumbai-based aviation expert Ashish Nainan. “As of now, we could possibly be looking at an airline which would be 15-20% the size of the erstwhile airline at best in the foreseeable future.”</p> <p>It wasn’t easy for Jet Airways to find new investors. Even the Etihad Group, which held some stake in the airline, did not come to its rescue. This meant the company had to go to the National Company Law Tribunal (NCLT), where creditors appointed a resolution professional (RP) to find a new owner. Now, one of the first hurdles for Jet Airways, which was once synonymous with quality service in India’s aviation sector, is to get its resolution plan approved by the NCLT, India’s bankruptcy court.</p>	20	3 2
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	<p>1) Do you believe Jet airways will revive again? Create a Business Plan for the new investor for reviving and maximizing revenue for Jet airways.</p>		
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**ANSWERS**