


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End-Semester Examination, **December 2020**

Programme : BBA Core

Semester: V

Course: Business Policy and Strategy

Course Code: **STGM3002**

Time: 03 Hours

Max. Marks : 100

Instructions: Attempt all sections and questions

SECTION A

Q.1	Multiple choice questions : Make correct choice with explanation	Marks	CO
.	<p>i. In the airline industry, frequent-flyer programs, ticket kiosks, and e-ticketing are all examples of capabilities that are</p> <ol style="list-style-type: none"> a. rare. b. causally ambiguous. c. socially complex. d. valuable. <p>ii. Compared to tangible resources, intangible resources are</p> <ol style="list-style-type: none"> a. of less strategic value to the firm. b. not the focus of strategic analysis. c. a more potent source of competitive advantage. d. more likely to be reflected on the firm's balance sheet. <p>iii. What refers to a strategy of seeking ownership of or increased control over a firm's competitors?</p> <ol style="list-style-type: none"> a. Conglomerate diversification b. Backward integration c. Horizontal integration d. Concentric diversification <p>iv. According to Porter, which strategy offers products or services to a small range of customers at the lowest price available on the market?</p> <ol style="list-style-type: none"> a. Low cost b. Best value c. Cost focus d. Differentiation <p>v. All of the following are the broad categories of External forces EXCEPT:</p> <ol style="list-style-type: none"> a. Economic forces b. Socioeconomic forces c. Technological forces d. Competitive forces <p>vi. Which of the following marketing entity is NOT an intermediary?</p> <ol style="list-style-type: none"> a. Brokers b. Agents 	5X6=30	CO1

	Producer Vendors		
SECTION B			
	Write short answers	Marks 10X5= 50	CO
Q2	.Indian companies require balanced mix of offensive and defensive tactics . Comment on the statement while exploring various defensive tactical options available for companies against the onslaught by foreign MNCs.	10	C02
Q3	Intellectual Properties act as game changer. Explain with logical arguments dully corroborated by suitable examples	10	C02
Q4	What do you understand by term expropriation and repatriation? Explain in reference with merger and acquisition	10	C03
Q5	Discuss the risk involved in cost-leadership and differentiation strategies in highly competitive market	10	C03
Q6	As a strategist suggest basket of strategies for company falling in financial and operational glitches	10	C03
Section-C Case/ application based questions			
	An American truck manufacturing company. Founded in 1900 as the Mack Brothers Company, the company manufactured its first truck in 1907 and adopted its present name in 1922. Mack Trucks is a subsidiary of global automotive giant Volvo Group. The company Mack Trucks Inc. is successful and has strong positions in mature markets, i.e., North America and Western Europe. Nonetheless, while it entered China five years ago, it has struggled to grow there. This is particularly troubling since China has become the world's single largest market for trucks, and which now represents 80% of global demand by volume.		CO4
Q7.	Mack Trucks is willing to increase its profitably and its market share position in China. Conduct external and internal analysis for giving an insight to the company	10	CO4
Q8.	As a strategist. What basket of strategies would you recommend to CEO of the company ?	10	CO4

