

Name:  
Enrolment No:



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

**Program: BBA AM**  
**Subject/Course: Business Policy and Strategy**  
**Course Code: STGM3002**

**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) 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 important of Strategy for an Organization	5	4
4	Explain 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 market of your choice	10	2
3	What is Strategic Execution . Explain with case example	10	2
4	Explain the importance of culture in an organization.	10	2

5	Structure follows strategy . explain with example	10	2 3
<b>Section C</b>			
1) Short Case Study			
1	<p>In October last year, Mahindra &amp; Mahindra and US-based Ford Motor Company had signed a definitive agreement to create a joint venture in India valued at \$275 million (Rs 1,925 crore).</p> <p>In the joint venture (JV), Mahindra will hold 51 per cent controlling stake while Ford will have the remaining stake of 49 per cent. The new venture would acquire the automotive business of Ford India Pvt Ltd (FIPL), a wholly-owned subsidiary of Ford Motor Co.</p> <p>The JV will be operationally managed by Mahindra, and its governance will be equally composed of representatives from Mahindra and Ford. The entity will develop, market and distribute Ford-branded vehicles in India.</p> <p>Under the deal, Ford will transfer its India operations to the joint venture, including its personnel and assembly plants in Chennai and Sanand. The American automaker will retain the Ford engine plant operations in Sanand as well as the Global Business Services unit, Ford Credit and Ford Smart Mobility.</p> <p>The JV will be responsible for growing the Ford brand in India and exporting its products to Ford entities globally. Ford will continue to own the Ford brand, and its branded vehicles will be distributed through the current Ford India dealer network. Mahindra will continue to own the Mahindra brand and operate its own independent dealer network in India.</p> <p>1) What is the benefit for Mahindra &amp; Mahindra from this deal. Do you think Automobile industry needs to improve their business model</p>	20	3 2

**ANSWERS**