

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Supplementary Examination – Dec 2023

Program: BBA OGM
Subject/Course: Business policy
Course Code: STGM 3002

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

SECTION A

1. Each question carries 2 marks

Q.No		Marks	COs
	Section A		
1	<p>i. Primary value chain activities that involve the effective layout of receiving dock operations (inbound logistics) and support value chain activities that include expertise in process engineering (technology development) characterize which generic strategy?</p> <ul style="list-style-type: none">a. differentiationb. overall cost leadershipc. differentiation focusd. stuck-in-the-middle <p>ii. As markets mature</p> <ul style="list-style-type: none">a. there is increasing emphasis on efficiency.b. costs continue to increase.c. application for patents increase.d. differentiation opportunities increase. <p>iii. One of the primary advantages of diversification is sharing core competencies. In order for diversification to be most successful, it is important that</p> <ul style="list-style-type: none">a. the methods of production are the same.b. the similarity required for sharing core competencies must be in the value chain, not in the product.c. the products use similar distribution channels.d. the target market is the same, even if the products are very different. <p>iv. Vertical integration may be beneficial when</p> <ul style="list-style-type: none">a. flexibility is reduced, providing a more stationary position in the competitive environment.b. the minimum efficient scales of two corporations are different.	2X10=20	1

	<p>c. lower transaction costs and improved coordination are vital and achievable through vertical integration.</p> <p>d. various segregated specializations will be combined.</p> <p>v. Which of these is not a key financial ratio?</p> <ul style="list-style-type: none">a. Market shareb. Production qualityc. Earnings per sharee. Return on equity <p>vi. Substantial changes to the range of offerings or the markets served or both are known as:</p> <ul style="list-style-type: none">a) Differentiationb) Diversificationc) Relocationd) Brand extension <p>7. Economies of scale are derived from:</p> <ul style="list-style-type: none">a) Achieving cheaper unit costs through making larger quantitiesb) Using cheaper raw materialsc) Increasing the breadth of the portfoliod) Increasing the number of markets served <p>8. Which of the following outcomes is NOT an advantage of a completely vertically integrated business?</p> <ul style="list-style-type: none">a) Potentially greater control is achievedb) Potentially greater quality is achievedc) Lowering of risk is achievedd) Lower price of supplies is achieved <p>9. Which of the following might be sources of synergy between two business units?</p> <ul style="list-style-type: none">a) They have similar customers and use the same distribution channelsb) The profits from one can be used to finance the other when its gets into troublec) They both have a websited) They are both located in the same town <p>10. Which of the following might NOT be an advantage of increasing the number of countries in which a clothing firm does business?</p> <ul style="list-style-type: none">a) Exposure to demanding customers with exotic tastesb) Increased efficiencyc) Making life more difficult for competitorsd) Increased access to funding		
--	--	--	--

	Section-B		
2	Short notes / Attempt any four 1. Defensive tactics 2. Cultural imperialism 3. Zero-segment technology 4. Left brain strategy 5. Red ocean vs blue ocean strategy		2
	Section –C Each question will carry 10 marks Instruction: Attempt Any three . Write short/brief notes		
3	Explain the role of Moral Relativism and ethics in strategy	10	2
4	What are the test of Resources	10	2
5	What do you understand by Cannibalism and disruptive technology	10	3
6	What is corporate strategy. Explain with suitable examples	10	3
Section –D Short Case Study			
7	<p>Mr. Martin Weissburg, CEO of Mack Trucks Inc., 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.</p> <p>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.</p> <p>Assume yourself as strategist who has been tasked to help Mr. Martin Weissburg and Mack Trucks profitably increase its market share position in China. How would you go about it? What would you recommend the CEO do</p>	30	4

ANSWERS