

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM-Finance, (Batch 2018-20), Trimester-IV
Subject: Business Policy
(End-Term Examination)

Maximum Marks: 25

Duration: 2 hours

Date: 14th September 2019

Instructions

- Question 1 is compulsory, carries 09 Marks
- Please answer any 2 other questions from Questions 2 to 5 each of which carries 8 Marks.

Question 1 – Using the relevant three diagrams, distinguish between any three of the following pairs of terms & highlight separately the strategic significance of each of these six terms for a company:

09 Marks

1. Related Business Corporation & Unrelated Business Corporation
2. Strategy and Style in Mckinsey 7S Framework
3. Resources and Organization in the Triangle of Corporate Strategy
4. Customer Perspective & Shareholder Perspective in Balanced Score Card.
5. Responsive Corporate Social Responsibility (CSR) & Strategic CSR.

Question 2 – Explain briefly any four of the following terms & highlight separately the strategic significance of each of these four terms for a company:

08 Marks

1. Private Goods
2. Downscoping
3. Premises of Corporate Strategy
4. Relation Specific Resources
5. Sharing activities as a concept of Corporate Strategy.

Question 3

08 Marks

Distinguish between a Merger, an Acquisition and a Takeover.

Distinguish between Related Acquisition & Horizontal Acquisition.

Explain briefly the reasons for a company's Acquisition strategies & outline the challenges a company faces in implementing its Acquisition strategy.

State & explain briefly the prerequisites for a successful Acquisition strategy

Question 4

08 Marks

Define a company's Horizontal Scope.

State & Explain briefly the Tests a company should use for determining its Horizontal scope and the sequence in which these tests should be applied. WHY?

Explain in detail the Better off Test.

Question 5

08 Marks

State & explain briefly the Objectives and Strategic Origins of a Company's Finance & Accounts Policies.

Outline any five Finance & Accounts (F&A) Policy areas for a Company engaged in Marketing & Manufacturing its products.

Highlight separately the necessity & relevance of each of the 5 F&A policies chosen by you.

-----End of paper-----