

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM EXEC /5TH TRIMESTER

Subject: Corporate Strategy and Implementation

(Final examination)

Maximum Marks: 25

Duration: 1.5 hours

Date: 19/12/2017

1. What explains the high failure rate in acquisitions? What are the rules for making successful acquisitions? (10 marks)
2. Explain how multi-business companies can create corporate advantage through a) portfolio management, b) sharing activities. (10 marks)
3. Explain the disadvantages of vertical integration. (5 marks)