



# SOMAIYA

## VIDYAVIHAR UNIVERSITY



Dr. Shantilal K. Somaia School of Commerce and Business Studies

### QUESTION PAPERS

<b>BRANCH: Bachelor of Commerce</b> <b>(Financial Market)</b>	<b>SEM: VI</b>
	<b>APR-2024</b>

Sr. No.	Subject	Available
1.	131U04C601 – Risk Management (A), (B)	
2.	131U04V601 – Venture Capital & Private Equity (A), (B)	
3.	131U04C603 – Mutual Fund	
4.	131U04C603 – Behavior Finance	
5.	131U04V604 – Corporate Restructuring (A),	
6.	131U04V404 – Corporate Restructuring (B), (C)	
7.		
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9.		
10.		
11.		
12.		
13.		
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15.		



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April 2024

**Examination: End Semester Examination (UG Programmes)**

Programme code: 04		Class:	Semester: VI
Programme: B.com (Financial Market)		TYBFM	
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department ACCOUNTING AND FINANCE	
Course Code: 131U04C601	Name of the Course: RISK MANAGEMENT		
Duration : 2Hr.	Maximum Marks : 60		
Instructions: Attempt all questions.			

Q. No.		Max. Marks	CO.
Q.1.	a. Discuss different categories of operational risks.	08	CO -01
	b. Elaborate disadvantages of risk management.	07	CO -01
	<b>OR</b>		
	c. Examine how effective risk identification helps in growing business?	08	CO -01
	d. Explain in brief Brainstorming, SWOT analysis and Ishikawa diagram.	08	CO -01
Q.2.	a. Evaluate impact of business risks.	08	CO -02
	b. Outline various types of financial Risks.	07	CO -02
	<b>OR</b>		
Q.3.	c. Discuss the most common risk management tools.	15	CO -02
	a. Classify the various types of diversification.	08	CO -03
	b. Distinguish between venture capital and leverage buyouts.	07	CO -03
Q.4.	<b>OR</b>		
	c. Explain the components of the interest rate market.	15	CO -04
	<b>Attempt the following short notes: (05 Marks each)</b>	15	
	a. Role of risk management committee.		CO -01
	b. External stakeholders.		CO -04
	c. Limitation of Private equity fund.		CO -03



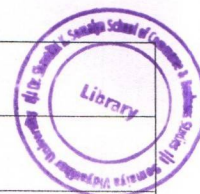


April 2024

**Examination: End Semester Examination (UG Programmes)**

Programme code: 04		Class:	Semester: VI
Programme: B.com (Financial Market)		TYBFM	
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department ACCOUNTING AND FINANCE	
Course Code: 131U04C601	Name of the Course: RISK MANAGEMENT		
Duration : 2Hr.	Maximum Marks : 60		
Instructions: Attempt all questions.			


Q. No.		Max. Marks	CO.
Q.1.	a. Discuss different categories of operational risks.	08	CO -01
	b. Elaborate disadvantages of risk management.	07	CO -01
	<b>OR</b>		
	c. Examine how effective risk identification helps in growing business?	08	CO -01
Q.2.	d. Explain in brief Brainstorming, SWOT analysis and Ishikawa diagram.	08	CO -01
	a. Evaluate impact of business risks.	08	CO -02
	b. Outline various types of financial Risks.	07	CO -02
	<b>OR</b>		
Q.3.	c. Discuss the most common risk management tools.	15	CO -02
	a. Classify the various types of diversification.	08	CO -03
	b. Distinguish between venture capital and leverage buyouts.	07	CO -03
	<b>OR</b>		
Q.4.	c. Explain the components of the interest rate market.	15	CO -04
	<b>Attempt the following short notes: (05 Marks each)</b>	15	
	a. Role of risk management committee.		CO -01
	b. External stakeholders.		CO -04
	c. Limitation of Private equity fund.		CO -03


**April 2024**
**Examination: End Semester Examination (UG/PG Programmes)**

Programme code:		Class: TY	Semester: VI
Programme: BFM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce & Business Studies	
Course Code: 131U04V601	Name of the Course: Venture Capital and Private Equity		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary.			

<b>Question No.</b>		<b>Max. Marks</b>	<b>Co Attainment</b>
Q.1	A. Ms. Jerry wanted to raise funds through Venture Capital for her new business. List the factors she can consider for evaluating Venture Capital investments. (8 Marks) B. Mention the important modes of venture capital financing to avail funds. (7 marks) OR C. Elucidate the various stages of venture capital financing. (8 marks) D. Define the term Start Up and discuss the features of startup with examples. (7 marks)	15 marks	CO2 CO1 CO2 CO1
Q.2	A. Elsa received an offer letter from company Ted Ltd which was leading company in Due Diligence. The job summary mentioned the areas of due diligence expertise for private equity companies. Discuss the areas for due diligence required for this job profile. (8 marks) B. Summarize Mezzanine strategy for private equity in detail. (7 marks) OR C. Elaborate any two of the Exit strategies for private equity investors. (8marks) D. Describe various forms of investing in Private Equity Funds. (7marks)	15 marks	CO3 CO4 CO4 CO3
Q.3	A. List and explain various types of Alternative Investment Funds available in India. (8 marks) B. Elucidate the concept of Private Investment in Public equity (PIPE). (7 marks) OR C. "Angel Investors are boon for Startups" Comment on your opinion. (8 marks) D. Discuss the deal structure of private equity. (7marks)	15 marks	CO2 CO4 CO1 CO3
Q.4	<u>Write Conceptual Questions:</u> (3 marks each) A. Discuss Arrangement B phase in stages of Startup funding. B. Evaluate the First Chicago method in venture capital. C. Give any example of a company adopting Management	15 marks	CO1 CO2 CO4



	Buyout as exit strategy and explain. D. Define Bootstrapping in capital funding with examples. E. Elaborate Seed funding in startup.		CO1 CO3
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**April 2024**

**Examination: End Semester Examination (UG/PG Programmes)**

Examination: End Semester Examination (UG/PG Programmes)			
Programme code:		Class: TY	Semester: VI
Programme: BFM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce & Business Studies	
Course Code: 131U04V601	Name of the Course: Venture Capital and Private Equity		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary.			

<b>Question No.</b>		<b>Max. Marks</b>	<b>Co Attainment</b>
Q.1	A. Evaluate the various Business models for Startup. (8 marks)	15 marks	CO1
	B. List and explain the different Factors for evaluating venture capital investments. (7 marks)		CO2
	OR		
	C. Ms. Apple is an investment advisor in a venture capital firm. She was tasked to explain investment nurturing and different styles of Investment Nurturing to one of her clients for the process of venture capital. Explain in detail Investment nurturing and the styles of Investment. (8 marks)		CO2
Q.2	D. Summarize Private Equity and need for private equity investments. (7marks)	15 marks	CO3
	A. Outline the process of venture capital financing. (8 marks)		CO3
	B. Describe the Growth equity strategy of private equity. (7 marks)		CO4
	OR		
Q.3	C. Discuss the areas covered in due diligence by private equity firms. (8marks)	15 marks	CO3
	D. Mr. Orange, an entrepreneur, successfully bootstrapped a tech startup from its inception to sustainable growth. Outline the benefits of bootstrapping which impacts the company to grow. (7 marks)		CO1
	A. Discuss Initial Public Offering as an exit strategy with its benefits and challenges. (8 marks)		CO4
	B. Ms. Rajvi, newly joined as consultant for a global entrepreneurship organization. He was tasked to analyze the various types of startups for understanding the business for Investment. List the types of Startups. (7 marks)		CO1
	OR		
	C. Mr. Krish, founder of a promising food tech startup, is seeking funding for his business to scale operations. After considering various options, he decided to pitch on angel investors. Explain in brief the advantages and disadvantages of securing angel investment for his start up. (8marks)		CO2
	D. Enumerate the term venture capital and explain features of		

	venture capital. (7marks)		CO3
Q.4	<u>Write Conceptual Questions:</u> (3 marks each) A. Explain Business to Consumer Model for startups and its benefits with examples. B. Discuss the role of Limited Partners in Private Equity. C. Give any one example of company that adopted Merger and Acquisition as an Exit Strategy D. List Category II guidelines in Alternative Investment Funding. E. "Due Diligence is Important factor in Private Equity". Comment on your opinion.	15 marks	CO1 CO3 CO4 CO2 CO3





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**Examination: End Semester Examination (UG/PG Programmes)**

Programme code: 04		Class: TY		Semester: VI	
Programme: BFM					
Name of the Constituent College: S K Somaiya College			Name of the Department Accounting and Finance		
Course Code: 131U04C603		Name of the Course: Mutual Fund			
Duration : 2 Hrs.		Maximum Marks : 60			
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary					

Question No.		Max. Marks	Co Attainment														
Q.1	<p>a. Highlight the role of trustees and Registrar and Transfer Agents in Mutual Funds. (07 M)</p> <p>b. Classify mutual fund schemes according to the entry and exit allowed in them. (08 M)</p> <p style="text-align: center;">OR</p> <p>c. Critically evaluate various phases of Mutual Fund Growth in India. (15 M)</p>	15 M	CO 1   CO 1  CO 1														
Q.2	<p>a. Describe taxes to be paid by mutual fund investors. (07 M)</p> <p>b. Calculate Closing units and closing NAV from the following information assuming sales and repurchase NAV to be ₹ 15. (08 M)</p> <table border="1"><tr><td>Opening NAV</td><td>₹ 14.50</td></tr><tr><td>Opening Outstanding Units</td><td>10500</td></tr><tr><td>Appreciation in Portfolio</td><td>(₹ 5,000)</td></tr><tr><td>Units Subscribed</td><td>3,000</td></tr><tr><td>Units Redeemed</td><td>1,000</td></tr><tr><td>Dividend earned</td><td>₹ 500</td></tr><tr><td>Expenses Incurred</td><td>₹ 750</td></tr></table> <p style="text-align: center;">OR</p> <p>c. Highlight the various systematic transactions in mutual funds. Examine the advantages and disadvantages of Systematic Investment Plans compared to lump-sum investments in mutual funds. (15 M)</p>	Opening NAV	₹ 14.50	Opening Outstanding Units	10500	Appreciation in Portfolio	(₹ 5,000)	Units Subscribed	3,000	Units Redeemed	1,000	Dividend earned	₹ 500	Expenses Incurred	₹ 750	15 M	CO 4 CO 3       CO 3
Opening NAV	₹ 14.50																
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Appreciation in Portfolio	(₹ 5,000)																
Units Subscribed	3,000																
Units Redeemed	1,000																
Dividend earned	₹ 500																
Expenses Incurred	₹ 750																
Q.3	<p>a. Describe the various documents useful for a mutual fund investor. (07 M)</p> <p>b. Critically evaluate the valuation norms followed by Mutual Funds. (08 M)</p> <p style="text-align: center;">OR</p> <p>c. Evaluate the effectiveness of AMFI and SEBI in regulating mutual funds and safeguarding investor interests. Propose innovative strategies or policies that AMFI and SEBI could adopt to further enhance their roles in regulating mutual funds. (15 M).</p>	15 M	CO 2  CO 4   CO 2														



Q.4	<p><b>Answer the following Conceptual Questions: (05 Marks Each)</b></p> <p>a. Mr. Chen is interested in investing specifically in the healthcare sector due to its growth potential. What type of mutual fund scheme would cater to his investment preferences, and what factors should he consider before investing?</p> <p>b. Maria is unsure about actively managed mutual funds due to their potential for underperformance. She's considering passively tracking index funds instead. Discuss the advantages and disadvantages of each approach, considering Maria's desire for lower fees and consistent market exposure. Would she benefit more from active management or passive indexing?</p> <p>c. Suppose you're advising two investors: one is financially savvy with time for investment research, while the other is a busy professional with limited financial expertise. How do you recommend each investor approach the decision between direct and regular plans in mutual funds?</p>	15 M	<p>CO 2</p> <p>CO 2</p> <p>CO 4</p>
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APRIL 2024

## Examination: End Semester Examination (UG Programmes)

Examination: End Semester Examination (UG Programmes)		
Programme code: 04	Class:	Semester: VI
Programme: B.com (Financial Markets)	TYBFM	
Name of the Constituent College: S K Somaiya College	Name of the Department: Accounting & Finance	
Course Code: 131U04C603	Name of the Course: BEHAVIORAL FINANCE	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	a) Discuss evolution that led to behavioral finance drawing comparison with traditional finance theory. (8 Marks) b) Explain the need and scope of behavioral finance. (7 Marks) OR c) Describe the importance of behavioral finance. (7 marks) d) Elaborate the prospect theory with suitable diagram and examples. (8 Marks)	15	CO1       CO1    CO1  CO2
Q.2	a) Describe the various causes of Confirmation bias in financial decision making. (8 Marks) b) Illustrate the strategies to avoid Ambiguity aversion bias while making investment. (7 Marks) OR c) Explain the various cause of Anchoring and adjustment bias affecting financial goals. (8 Marks) d) Discuss the strategies to avoid availability bias to eliminate irrational behavior. (7 Marks)	15	CO3       CO3    CO3  CO3
Q.3	a) Explain the behavioral factors affecting advisor -client approaches. (7 marks) b) Discuss the Crashes in detail with suitable examples. (8 Marks) OR c) Classify and explain the investors into various types as per their behavior. (8 Marks) d) Enumerate the process of Bubbles creation in financial markets. (7 Marks)	15	CO4       CO4    CO4  CO4



Q.4	<p><b>Case Study (All questions are compulsory)</b></p> <p><b>Background:</b></p> <p>Vijaya, a retired teacher, recently inherited a substantial sum of money from a deceased relative. She seeks to invest her inheritance wisely to ensure financial security in her retirement years. Vijaya has limited knowledge of investing and seeks guidance from a financial advisor.</p> <p><b>Scenario:</b></p> <p>Vijaya schedules a meeting with Sanjay, a financial advisor at Brighter Futures Financial Services, to discuss her investment options. During the consultation, Vijaya expresses her desire for a balanced portfolio that provides steady income while also preserving capital for future needs. Sanjay proposes two portfolio options for Vijaya:</p> <p><b>Option A and Option B.</b></p> <p><b>Option A:</b></p> <ul style="list-style-type: none"> <li>40% allocation to high-growth stocks</li> <li>30% allocation to bonds</li> <li>20% allocation to real estate investment trusts (REITs)</li> <li>10% allocation to cash reserves</li> </ul> <p><b>Option B:</b></p> <ul style="list-style-type: none"> <li>60% allocation to low-risk bonds</li> <li>25% allocation to dividend-paying stocks</li> <li>10% allocation to precious metals (gold)</li> <li>5% allocation to cash reserves</li> </ul> <p><b>Vijaya's Concerns:</b></p> <p>Vijaya feels uncertain about which portfolio option to choose. She worries about the potential risks and returns associated with each option and seeks clarity on how each aligns with her financial goals and risk tolerance.</p> <ol style="list-style-type: none"> <li>1. How does Option A differ from Option B in terms of asset allocation?</li> <li>2. What are the potential benefits and drawbacks of Option A and Option B for Vijaya's investment objectives?</li> <li>3. Which portfolio option would you recommend for Vijaya, and why?</li> </ol>	15	CO1 CO2
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**April 2024**

**Examination: End Semester Examination (UG/PG Programmes)**

**Programme code: 04**

**Programme: Bcom (Financial Markets)**

**Class: TYBFM**

**Semester: VI**

**Name of the Constituent College: S K Somaiya College**

**Name of the Department: Accounting & Finance**

**Course Code: 131U04V604**

**Name of the Course: Corporate Restructuring**

**Duration: 2 Hrs.**

**Maximum Marks: 60**

**Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary**

Q No.		Max. Marks	Co Attainment
Q.1	a) Enlist down the significance of corporate restructuring in recent scenarios.	08	CO1
	b) Define in brief the role of planning, formulation & evaluation of various restructuring strategies	07	CO1
	<b>OR</b>		
	c) Critically evaluate corporate restructuring in challenging times and the approach of corporates to deal with reorganizing the corporates.	08	CO1
	d) Due to shortage of capital or workforce many companies these days evaluate their weaknesses and join hands with one another. On this regard briefly summarize Joint Ventures & how they help.	07	CO1
Q.2	a) Illustrate the different methods of valuation of firms in the context of corporate restructuring commonly used for valuing firms.	08	CO2
	b) Evaluate the reliability of firm valuation model considering the framework to determine the value of a company.	07	CO2
	<b>OR</b>		
	c) Recommend emerging trends or considerations that should be incorporated into valuation models for corporate restructuring.	08	CO2
	d) Differentiate between the situations where you would use DCF vs. Market Multiples in a restructuring scenario.	07	CO2
Q.3	a) Illustrate your understanding on crucial role of SEBI in governing the mergers & acquisitions in India.	08	CO3
	b) Motives can vary depending on the specific circumstances and objectives of the organizations involved. In the context highlight the different motives of international mergers & acquisitions.	07	CO3
	<b>OR</b>		
	c) Assess the performance of the entities before and after the merger/acquisition to assess the success or failure of the transaction.	08	CO3



	d) Analyze the various perspective that involves the combination of companies from different countries.	07	CO3
Q.4	<p><b>Answer the questions below on the basis of the following case study (All questions are compulsory)</b></p> <p>Starbucks' turnaround in the late 2000s is a prime example of successful corporate restructuring and brand revitalization. Rapid expansion led to a decline in quality, customer satisfaction, and innovation. Brand fatigue set in with saturated markets and a focus on quantity over quality. Howard Schultz's return as CEO marked a key shift. Starbucks closed underperforming stores, streamlined operations, and refocused on core coffee expertise. Improved barista training, revamped store design, and premium coffee offerings rejuvenated the customer experience. Reintroduction of high-quality limited-edition drinks and strategic expansion with a focus on quality control. Investment in employee training, benefits, and career development boosted employee morale and customer service. Profits and stock prices rose significantly. Starbucks regained its premium coffee image and loyal customer base.</p> <p>i) How did Starbucks streamline its operations and refocus on its core business during the restructuring?</p> <p>ii) What are some potential challenges Starbucks might face in the future, and how can it maintain its brand image?</p> <p>iii) If you were appointed as the CEO of Starbucks, what restructuring models would you adopt?</p>	<p>05</p> <p>05</p> <p>05</p>	CO1, CO2, CO3, CO4



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**April 2024**

**Examination: End Semester Examination (UG/PG Programmes)**

<b>Examination: End Semester Examination (UG/PG Programmes)</b>			
<b>Programme code: 04.</b>		<b>Class:</b>	<b>Semester: VI</b>
<b>Programme: BCom (Financial Markets)</b>		<b>TYBFM</b>	
<b>Name of the Constituent College: S K Somaiya College</b>		<b>Name of the Department: Accounting &amp; Finance</b>	
<b>Course Code: 131U04V404</b>	<b>Name of the Course: Corporate Restructuring</b>		
<b>Duration: 2 Hrs.</b>	<b>Maximum Marks: 60</b>		
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary</b>			

Q No.		Max. Marks	Co Attainment
Q.1	a) Mergers and acquisitions (M&A) are strategic actions through which companies combine their resources, operations, and market presence. Comment	08	CO1
	b) The partnerships between partners may sometime leads to disputes over the repayments of debts & gaining profit. Examine in detail the Limited Liability Partnership & how it is different from normal partnership.	07	CO1
	<b>OR</b> c) Illustrate in detail formulation & execution of various restructure strategies used for the reorganization of corporates.	08	CO1
	d) Elaborate in detail about the various solutions for business failures.	07	CO1
Q.2	a) In the process of corporate restructuring, companies undertake various approaches to fund these transactions. Analyze some of the payment methods commonly used in Mergers & acquisitions.	08	CO2
	b) Evaluate the strengths and weaknesses of different valuation approaches in achieving a fair outcome for all stakeholders.	07	CO2
	<b>OR</b> c) Design a plan to address data limitations and future uncertainties when applying valuation models in a restructuring scenario.	08	CO2
	d) Chasing the right valuation method is a crucial aspect of corporate restructuring. Justify	07	CO2
Q.3	a) Critically evaluate some of the common regulatory issues faced in cross-border mergers & acquisitions transactions.	08	CO3
	b) India has been witnessing a significant rise in merger & acquisition activities in recent years, driven by various factors such as economic growth, policy reforms, and increasing investor interest. Comment	07	CO3
	<b>OR</b> c) Summarize the key aspects to consider & evaluate the pre-merger & post-merger performance of cross border merged entities	08	CO3



	d) Enlist any three case studies of domestic mergers & acquisition in recent times.	07	CO3
Q.4	<p><b>a) Answer the questions below on the basis of the following case study (All questions are compulsory)</b></p> <p>In 2019, The Walt Disney Company (Disney) completed a monumental acquisition of a significant portion of 21st Century Fox (Fox) for a staggering \$71.3 billion. This deal reshaped the media landscape, with implications for content ownership, streaming wars, and industry regulations. Disney wanted to expand its content library. Fox's library included popular franchises like X-Men, Avatar, and Simpsons, giving Disney a massive boost. Disney+ was new, and Fox's content helped Disney compete with streaming giants like Netflix. Acquiring studios like 20th Century Fox gave Disney more control over film and TV production. 20th Century Fox (now 20th Century Studios) and other studios boosted Disney's production capabilities. FX Networks added to Disney's cable portfolio. Disney increased its ownership of Hulu, a major streaming platform. A significant stake in National Geographic Partners broadened Disney's content offerings.</p> <p>i) How did this acquisition fit into Disney's strategy for its streaming service, Disney+</p> <p>ii) Did the deal face any regulatory hurdles? If so, why?</p> <p>iii) What method of Corporate Restructuring has been adopted by Disney+ in rearranging their organisation.</p>	<p>05</p> <p>05</p> <p>05</p>	<p>CO1</p> <p>CO2</p> <p>CO2</p> <p>CO3</p> <p>CO4</p>



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**April 2024**

**Examination: End Semester Examination (UG/PG Programmes)**

**Programme code: 04**

**Programme: Bcom (Financial Markets)**

**Class: TYBFM**

**Semester: VI**

**Name of the Constituent College: S K Somaiya College**

**Name of the Department: Accounting & Finance**

**Course Code: 131U04V604**

**Name of the Course: Corporate Restructuring**

**Duration: 2 Hrs.**

**Maximum Marks: 60**

**Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary**

Q No.		Max. Marks	Co Attainment
Q.1	a) Enlist down the significance of corporate restructuring in recent scenarios.	08	CO1
	b) Define in brief the role of planning, formulation & evaluation of various restructuring strategies	07	CO1
	<b>OR</b>		
	c) Critically evaluate corporate restructuring in challenging times and the approach of corporates to deal with reorganizing the corporates.	08	CO1
	d) Due to shortage of capital or workforce many companies these days evaluate their weaknesses and join hands with one another. On this regard briefly summarize Joint Ventures & how they help.	07	CO1
Q.2	a) Illustrate the different methods of valuation of firms in the context of corporate restructuring commonly used for valuing firms.	08	CO2
	b) Evaluate the reliability of firm valuation model considering the framework to determine the value of a company.	07	CO2
	<b>OR</b>		
	c) Recommend emerging trends or considerations that should be incorporated into valuation models for corporate restructuring.	08	CO2
	d) Differentiate between the situations where you would use DCF vs. Market Multiples in a restructuring scenario.	07	CO2
Q.3	a) Illustrate your understanding on crucial role of SEBI in governing the mergers & acquisitions in India.	08	CO3
	b) Motives can vary depending on the specific circumstances and objectives of the organizations involved. In the context highlight the different motives of international mergers & acquisitions.	07	CO3
	<b>OR</b>		
	c) Assess the performance of the entities before and after the merger/acquisition to assess the success or failure of the transaction.	08	CO3



	d) Analyze the various perspective that involves the combination of companies from different countries.	07	CO3
Q.4	<p><b>Answer the questions below on the basis of the following case study (All questions are compulsory)</b></p> <p>Starbucks' turnaround in the late 2000s is a prime example of successful corporate restructuring and brand revitalization. Rapid expansion led to a decline in quality, customer satisfaction, and innovation. Brand fatigue set in with saturated markets and a focus on quantity over quality. Howard Schultz's return as CEO marked a key shift. Starbucks closed underperforming stores, streamlined operations, and refocused on core coffee expertise. Improved barista training, revamped store design, and premium coffee offerings rejuvenated the customer experience. Reintroduction of high-quality limited-edition drinks and strategic expansion with a focus on quality control. Investment in employee training, benefits, and career development boosted employee morale and customer service. Profits and stock prices rose significantly. Starbucks regained its premium coffee image and loyal customer base.</p> <p>i) How did Starbucks streamline its operations and refocus on its core business during the restructuring?</p> <p>ii) What are some potential challenges Starbucks might face in the future, and how can it maintain its brand image?</p> <p>iii) If you were appointed as the CEO of Starbucks, what restructuring models would you adopt?</p>	<p>05</p> <p>05</p> <p>05</p>	CO1, CO2, CO3, CO4