

Name:
Enrolment No:



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

Program: BBA AIS
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">In 2017 who was the chairman of Nissan-Renault Alliance.Jaadhu Holdings LLC is a part of which companyName the parent company of Google.What is Strategy	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
Section C			
1) Short Case Study			
1	<p>India’s antitrust watchdog has given its blessing to Facebook and Reliance Jio Platforms for their \$5.7 billion deal.</p> <p>In a statement on Wednesday, the Competition Commission of India said it had approved Facebook’s proposed multi-billion-dollar investment in Jio Platforms for a 9.99% stake in the top Indian telecom network.</p> <p>Jaadhu Holdings LLC, a wholly owned subsidiary of Facebook, is acquiring the stake in Jio Platforms. Facebook created this subsidiary earlier this year.</p> <p>The announcement comes a week after the watchdog said it was accessing the deal for potential misuse of users’ data and pondering if it should consider amending the current rules for some mergers and acquisitions in the country.</p> <p>At the time, Facebook had argued that its investment in the Indian firm is “pro-competitive, benefits consumers, kirana stores (neighborhood stores) and other small and micro local Indian businesses, and takes forward the vision of digital India.”</p> <p>Jio Platforms, run by India’s most valued firm Reliance Industries, is the biggest telecom operator in India with more than 388 million subscribers. The telco has raised \$15.2 billion (at the height of the global pandemic) from a roster of high-profile investors, including Silver Lake, KKR and General Atlantic.</p> <p>Q1 What is the benefit for Facebook by investing in Reliance Jio.Explain your analysis</p>	20	3 2

ANSWERS