

Name:

Student ID:



Class Test 1

United International University (UIU)

Fall Trimester: 2020; Course Code: IPE 401; Course Title: Industrial Management

Full Marks: 20

Date: 11 /11 /2020

Time: 20 minutes

CSE-SECTION (A)

1. (a) Mr. Harry owns a mobile company called “Y” phone. But his company wasn’t able to capture the market because there was shortage of some facilities and same condition was going with his friend’s company called “EE” phone. So they decided to merge their company and create a new one called “EYE” phone. After merging they were able to use each other’s facilities and the shortage they had previously was filled up and their business was going well. So which kind of corporate strategy they used? Explain.
(2)
- (b) Star ship condensed milk is a product of Abul Khair group. They own a very big dairy firm and the main ingredients of Star Ship is raw milk, which comes from their own firm. So which corporate strategy they followed? Explain
(2)
2. Taniv invested \$20,000 at 16% interest rate compounded semiannually and Suniv invested \$8,000 at 18% interest rate compounded monthly. How much money they will be short from reaching one million in 29 years? Who will need more money to reach one million ?
(16)