

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 wanted to sell their own milk at their own store to promote their brand more aggressively. They opened a store just to sell all of their dairy products. So which corporate strategy they followed? Explain

(2)
2. Taniv invested \$26,000 at 10% interest rate compounded quarterly and Suniv invested \$12,000 at 13% interest rate compounded monthly. How much money they will be short from reaching one million in 32 years? Who will need less money to reach one million ?

(16)