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School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBFI6018 - Project Appraisal and Finance

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Provide a critical assessment of the commonly utilized methods of risk analysis in practice. K5 (5)
- 2) Identify i) the key issues to be examined in preliminary screening of project ideas and ii) the importance of considering alternative ways of transforming an idea into a concrete project? K3 (6)
- 3) You are the manager of a small entrepreneurial team tasked with generating a business idea for a new project. Your team is keen on exploring innovative opportunities but needs guidance on how to go about the process effectively. K4 (8)

How would you lead your team through the process of generating a business idea? Outline the methods and tools you would employ to assess the feasibility and potential of various business venture ideas. Additionally, discuss how you would ensure that the chosen idea aligns with the team's capabilities, market demand, and long-term strategic goals.

- 4) Using real-world examples, analyze how conglomerate diversification strategies can enable companies to mitigate risks and seize opportunities across diverse industries. Illustrate instances where conglomerate diversification has proven successful in enhancing a company's resilience and creating value. K3 (9)

Furthermore, discuss the criteria that companies should consider when evaluating potential industries for diversification.

- 5) You are a strategic planner working with the executive team of a company looking to assess its long-term prospects and competitive position within its industry. The company is considering strategic decisions regarding its future direction and wants to understand the role of industry structure in determining its success. K5 (10)

Using Porter's five forces model, explain to the executive team how the structural attractiveness of industries influences the long-term success of companies. Elaborate on each force within the model, including supplier power, buyer power, competitive rivalry, threat of substitutes, and threat of new entrants. Discuss how analyzing these forces helps in evaluating the competitive environment for the company and making informed strategic decisions to enhance its competitive advantage and long-term viability.

- 6) Conduct a market and demand analysis for a proposed e-commerce platform targeting a specific niche market. Identify key market segments, assess customer needs and preferences, analyze competitors, and forecast demand trends. How would the findings of this analysis inform the project's marketing strategy and product development roadmap? K6 (12)