

IIM CALCUTTA – PGPEX 2012-13 – TERM III
End-Term Examination, Time: 90 Minutes, Total Marks: 50

NAME: _____

ROLL # _____

INSTRUCTIONS

This is a closed book examination (you are only allowed to carry your EOS handout). You are not allowed to borrow calculators, books, etc. Answer all questions. In case of multiple-choice questions, you are required to write the appropriate choice in the question paper; You are also required to explain/reason the solution in the space provided.

Anyone who resorts to unfair practices, as judged by the examiner, the minimum penalty will be zero in this segment of evaluation, while the maximum penalty could be expulsion from the institute. There will be no further warnings.

Instructions: Answer only in the space provided (below the question)

[Each correct answer will get a maximum of +10 marks]

1. What do you think of the goals the RPG has set himself? [Hint ... see the RPG case and the related readings]

2. Is it advantageous for a firm to be a member of RPG enterprises? [Hint ... see the RPG case and the related readings]

3. What did Ratan Tata get by 'Revitalizing TAS'. [Hint ... see the House of Tata Case and the related readings]

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4. Is SafeSave replicable? Is it scalable? Discuss [Hint ... see the Bangladesh Banking case and the related readings]

5. Use the Porter's 5-forces to evaluate the bottling industry of the carbonated soft drinks? [Hint ... see the Coke Vs Pepsi case and the related readings]

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