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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 09-10-2025

**Time:** 11.45am to 01.15pm

<b>School:</b> SOC/SOM-UG	<b>Program:</b> BBA	
<b>Course Code:</b> COM3056	<b>Course Name:</b> Mergers and Acquisition	
<b>Semester:</b> V	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>26</b>	<b>24</b>	-	-	-

**Instructions:**

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

### Part A

**Answer ALL the Questions. Each question carries 2 marks.**

**5Q x 2M=10M**

1	Define horizontal merger with an example.	2 Marks	L2	CO1
2	Mention any two benefits of a joint venture.	2 Marks	L1	CO1
3	State any two negotiation tactics in M&A.	2 Marks	L1	CO2
4	Give two examples of divestiture strategies.	2 Marks	L1	CO1
5	Mention any two cultural issues in post-merger integration.	2 Marks	L1	CO2

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

6.	In the competitive business world, companies often choose different pathways such as mergers, acquisitions, amalgamations, or joint ventures to expand or consolidate their market presence. Hence, it's important to know the difference between all of these so differentiate between mergers, acquisitions, amalgamation and joint ventures with examples.	10 Marks	L2	CO1
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**Or**

7.	Divestiture strategies involve companies restructuring by selling or spinning off segments or subsidiaries. Analyze strategies such as sell-off, spin-off, equity carve-out, and liquidation. Discuss when each is applied and their possible business impacts.	10 Marks	L2	CO1
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8.	Managing a merger or acquisition is a complex process that goes beyond financial evaluation, requiring careful negotiation and deal structuring to ensure stakeholder alignment and value creation. Illustrate the key managerial tasks, common negotiation challenges, and the importance of structuring a deal to mitigate risks.	10 Marks	L2	CO2
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**Or**

9.	When a company seeks to enter a foreign market or combine businesses across borders, it faces additional difficulties such as regulatory barriers, cultural differences, and political risks. Discuss such challenges and identify ways to overcome them in cross-border M&A deals.	10 Marks	L2	CO2
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10.	Firms pursue mergers and acquisitions for many reasons, ranging from strategic growth to financial gain. Analyze the motives behind M&A activities from strategic and financial perspectives.	10 Marks	L4	CO2
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**Or**

11.	Ensuring the success of an M&A transaction requires a comprehensive due diligence process, covering financial, legal, and operational aspects. Discuss the role of due diligence (financial, legal, and operational) in ensuring the success of an M&A transaction.	10 Marks	L2	CO2
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12.	Mergers and acquisitions not only impact the internal functioning of an organization but also significantly affect external parties such as customers, suppliers, and the larger community. Analyze the impact of M&A on customers, suppliers, and communities.	10 Marks	L4	CO1
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**Or**

13.	External factors like political events, economic downturns, social trends, technological changes, environmental considerations, and legal requirements can all sway the outcome of M&A deals. Explain with examples how External factors (PESTEL) influence M&A transactions.	10 Marks	L2	CO1
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