

3 Lecture - MGT401

Important Subjective

- 1. What is a strategic alliance?**
A: A strategic alliance is a partnership between two or more companies to pursue a specific project or goal while retaining their independence.
- 2. What is a joint venture?**
A: A joint venture is a partnership between two or more companies to create a new business entity with shared ownership and control.
- 3. What is a merger?**
A: A merger is a combination of two or more companies into a single entity, typically resulting in the disappearance of one or more of the original companies.
- 4. What is an acquisition?**
A: An acquisition is the process of one company acquiring another company, often through the purchase of a majority or all of its shares.
- 5. What is a horizontal merger?**
A: A horizontal merger is a merger between two companies operating in the same industry or sector.
- 6. What is a vertical merger?**
A: A vertical merger is a merger between two companies operating in different stages of the same industry's supply chain.
- 7. What is a conglomerate merger?**
A: A conglomerate merger is a merger between two companies operating in unrelated industries.
- 8. What are some potential benefits of a strategic alliance?**
A: Potential benefits of a strategic alliance include access to new markets, shared expertise and resources, and reduced costs and risks.
- 9. What are some potential risks of a merger or acquisition?**
A: Potential risks of a merger or acquisition include integration challenges, cultural differences, and conflicts of interest.
- 10. What is a hostile takeover?**
A: A hostile takeover is a takeover that is opposed by the target company's management and often involves the acquiring company purchasing shares on the open market without the target company's approval.