

UNIVERSITY OF BOLTON
BOLTON BUSINESS SCHOOL
ACCOUNTANCY PATHWAY
SEMESTER 2 EXAMINATIONS 2008/2009
CORPORATE STRATEGY
MODULE NO: ACC3005

Date: Thursday 28th May 2009

Time: 10:00 – 13:00

INSTRUCTIONS TO CANDIDATES:

There are **THREE** questions on this paper.

Answer **ALL** questions.

All questions carry equal marks.

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Answer ALL questions.

This exam focuses on those lectures and 'key readings' which have concentrated on the 'Sportswear Industry' as one of the theme industries of the course.

Required:

- 1 Using two appropriate models, prepare an industry analysis of the sportswear industry
(40 marks)
- 2 In March 2008, Nike acquired Umbro. Critically analyse the rationale justifying the acquisition
(30 marks)
- 3 Ignoring the macro-economic effects of the 'credit crunch' , using appropriate models wherever possible, critically discuss the threats facing the enlarged company
(30 marks)

END OF QUESTIONS