

UNIVERSITY OF BOLTON
BOLTON BUSINESS SCHOOL
BUSINESS STUDIES PATHWAY
SEMESTER 2 EXAMINATIONS 2008/2009
BUSINESS POLICY
MODULE NO: BST3003

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.

This is an open book exam, except that no text books are allowed.

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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