



Licence Economie – Gestion
Parcours International Economics and Management *ek DL LEA*
ECO

MIDTERM EXAM

Economics and Business Strategy

Robin Cowan

Nov 92021

Total duration: 1h

The exam will be graded out of 20.

We have discussed two cases in class: Eli Lilly, and First Solar. The exercise in this question is to “write up” one of these two cases. Which you write up is your choice.

When I say “Write up” I mean that you will state what you think to be the major issues facing the firm and why. Following this, state what you think should be the firm’s strategy, and why. For both parts of your answer, the “and why” part is very important, and will account for a large part of the grade.

You are permitted to have on your desk a printed copy of the case, with whatever notes you have made on it. However, you are not permitted to have a fully written out answer (or an answer in point form) which you then copy onto your exam answer book (if you try this stunt, your material will be confiscated during the exam).