

EE481 Writing Assignment 3

You can choose to write on topic 1 or topic 2 below. If you are satisfied with your first two essays, you do not have to write the third one. **Otherwise, please submit your third essay at the BE office and via email to <wanwiphang@econ.tu.ac.th> before 12noon on Dec 24th, 2014.** The reason why I ask you to also submit a hard copy at the BE office is to ensure that I will receive every submitted essay. To avoid any unforeseen problem--e.g. internet problem, traffic jam, etc.--I highly recommend you to submit your essay well ahead of the due date.

In case not everyone in your group would like to write the third essay, the one(s) who chooses to write can just put their name(s) on the paper. No need to force everyone in the group to work on the third essay. I hope that this flexibility will result in a Pareto superior outcome.

Topic 1: write from the consumer's point of view

“Should the Office of Thai Trade Competition Commission (OTCC) allow CP to acquire Tesco Lotus?”

Topic 2: write from the consumer's point of view

“Should the Federal Trade Commission (FTC) allow Sony Pictures Entertainment Inc. to acquire Pixar Animation Studios?”

Objectives

Students will be able to use tools learned in class to assess the effects of mergers and acquisitions from the firm's and from the consumer's point of view. (put more emphasis on the consumers' point of view)