



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MGT2004 International Management**

Semester & Year : Jan 2022 – Apr 2022

Lecturer/Examiner : Goh Poh Kim

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (60 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
 PART B (40 marks) : Answer all TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

1. As a Multinational Corporation, working with colleagues from other countries are common. Describe the **FIVE (5)** steps in the development of effective intercultural communication.
(15 marks)
2. A person cultural can be influenced by many factors. Describe **FIVE (5)** influences of cultural subsystems.
(15 marks)
3. There are many strategies a company can take if it wants to operate in a foreign country. Examine **FIVE (5)** entry and ownership strategies available to firms.
(15 marks)
4. Using relevant examples, describe **THREE (3)** methods manages can use to manage political risk.
(15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Culture shock is the state of disorientation and anxiety about not knowing how to behave in unfamiliar culture. Illustrate the **FOUR (4)** stages of culture shock with relevant examples.

(20 marks)

2. With relevant examples, suggest **FOUR (4)** distinguishing characteristics of a successful company that attracts potential recruits in emerging markets.

(20 marks)

END OF EXAM PAPER