

FACULTY OF BUSINESS**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS2124 INTERNATIONAL BUSINESS**
Semester & Year : January – April 2020
Lecturer/Examiner : Dr. Akram Al-Khaled
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : Answer all TWENTY FIVE (25) multiple-choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : Answer all FIVE (5) structured-type questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 B
INSTRUCTION(S)

: STRUCTURED-TYPE QUESTIONS (75 MARKS)

: Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

- a. Differentiate between a joint venture and a strategic alliance. Discuss which formation you prefer and why.

(7.5 marks)

- b. Identify **FIVE (5)** primary pitfalls of strategic alliances.

(7.5 marks)

(Total: 15 marks)

Question 2

- a. Illustrate with a diagram the need levels in Maslow's hierarchy of needs and describe the role of these needs in international management.

(10 marks)

- b. Discuss the following statement "Free market economies stimulate greater economic growth, whereas state-directed economies stifle growth".

(5 marks)

(Total: 15 marks)

Question 3

- a. Identify **THREE (3)** advantages of licensing, contract manufacturing, and joint ownership.

(9 marks)

- b. Describe **THREE (3)** types of foreign exchange exposure experienced by organizations engaged in international business.

(6 marks)

(Total: 15 marks)

Question 4

- a. Explain **FOUR (4) fundamental** elements of strategy development and the meaning of each element.

(8 marks)

- b. Analyze how the need for control over foreign operations varies with firms' strategies and core competencies.

(7 marks)

(Total: 15 marks)

Question 5

- a. Identify **TWO (2)** dimensions of a corporate global strategy and explain how does each affect labour relations.

(6 marks)

- b. Elaborate on **THREE (3)** major kinds of drivers that are leading international firms to the globalization of their operations.

(9 marks)

(Total: 15 marks)

END OF EXAM PAPER