



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

---

---

Course Code & Name : **BMK3403 Asian Business Market**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Philip Kwan  
Duration : 3 Hours

---

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (30 marks) : TWO (2) mini case study questions. Answers are to be written in the Answer Booklet provided.**  
**PART B (70 marks) : THREE (3) essay answers. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 4 (Including the cover page)**

**PART A : MINI CASE STUDY QUESTIONS (30 MARKS)**

**INSTRUCTION(S) : TWO (2) mini case study questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

---

### Economic Outlook in Singapore

Singapore's invitation and participation in the G20 summit despite not being a member demonstrates the strength of the city-state's reputation and its commitment to engage with the world. High profile meetings between Prime Minister Lee Hsien Loong and the various heads of state also suggest that the country will continue with its current foreign policy of engaging all players while upholding its sovereignty, boding well for its long-term economic and trade prospects.

Singapore's economy grew by 2.5% year over year in Q217 at the same rate as in Q117 and we are upgrading our 2017 and 2018 real GDP growth forecasts to 2.2% and 2.5% respectively, from 1.9% and 2.2% previously. The improvement in the global trade environment and strong demand from the electronics sector are the main drivers of growth. Domestically, while the government's support to the construction sector will be positive, excessive strength will be capped by the on-going labour restructuring process.

The speed by which government agencies have sought to address the financial lapses raised in the Auditor General's Office's financial report bode well for Singapore's efforts at fiscal prudence. We believe that measures implemented are likely to be effective and will help to ensure a more efficient use of public finances. We maintain our forecast for the government to run a small budget surplus averaging 0.1% of GDP over the next decade as it seeks to curb wasteful expenditure.

Inflation in Singapore has remained on a gradual uptrend and we believe that inflation is unlikely to surge significantly, but remain within the monetary authorities' accepted range. Despite Singapore's real GDP growing by 2.5% year over year in Q217, growth remains uneven, with certain sectors having yet to recover. We maintain our forecast for the Monetary Authority of Singapore to maintain its existing stance during its meeting in October 2017, but note that the risks to our view are to the upside amid rising inflationary pressures.

We remain neutral on the Singapore dollar in the near term as the currency approaches both technical resistance and the stronger end of its trading band. Over the longer term, we expect the currency to appreciate slightly as it remains supported by positive growth inflation dynamics, a still-undervalued real effective exchange rate and a strong external position.

**SOURCE:** Country Risk Report includes 10-year forecasts to 2026. Q4 (2017)

1. Analyse how a business market leader conducting a SWOT analysis when considering Singapore as a choice.

(15 marks)

2. Identify and explain **FIVE (5)** benefits of multinational operations to the business markets in Singapore.

(15 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (70 MARKS)**

**INSTRUCTION(S) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

---

1. Each country economy has its own rules of the game, and obviously by understanding, defining the business systems work is most critical for ambitious managers to be successful in Asian business market. Elaborate and justify your answer with relevant examples.

(20 marks)

2. Discuss **FIVE (5)** countries that are typically described by business consultants as the best places for foreigners to make investments.

(25 marks)

3. Asian business leaders need to experience **SIX (6)** innovative ways of digital change. Elaborate your answers with appropriate examples.

(25 marks)

**END OF EXAM PAPER**