



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BMK3403 ASIAN BUSINESS MARKET**
Trimester & Year : May - August 2019
Lecturer/Examiner : Chang Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer ONE (1) scenario question. Answers are to be written in the Answer Booklet provided.
PART B (80 marks) : Answer all FOUR (4) essay 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 A : SCENARIO QUESTION (20 MARKS)

INSTRUCTION(S) : Answer ALL questions on the answer sheet provided.

“Murni Discovery is a wilderness of food, carry a wide range of cuisine thanks to Malaysia’s multi-ethnic and multicultural backgrounds. Through the years, it has built loyal customers, ranging from young teenagers to elder folks around the area and amongst travellers coming from different part of the world, looking for a food discovery.”

“Since the establishment of Murni Discovery in year 1999, we have evolved to become one of the fastest growing mamak restaurant chains in the region of Klang Valley, with 9 outlets to date. We promise a great variety of food at affordable price with crazy portion. We dare you to challenge your creativity.”

As a Regional Manager in Murni Malaysia, Murni Discovery is now considering to start a new outlet in China. In business planning, environmental factors must be considered and contingencies develop to counter their influence on future performance.

Evaluate **FOUR (4)** macro-environmental factors that may affect the new setup in China.

[Total: 20 marks]

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

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

1. Discuss any **FIVE (5)** factors affecting exchange rate in the Asian market. Provide examples to support your answer.

[Total: 20 marks]

2. "A global market opportunity is a favorable combination of circumstances, locations or timing that offers prospects for exporting, investing, sourcing or partnering in Asian markets."
Describe any **FIVE (5)** preliminary tasks that companies should considered before venturing into global market.

[Total: 20 marks]

3. Explain any **FIVE (5)** characteristics of developing economies and emerging markets in Asian countries. Provide examples to support your answer.

[Total: 20 marks]

4. As a regional manager in Asian country, you have to understand the culture in a business context and national level. Explain the importance of organisational culture, then compare the difference between national culture and organisation culture. Provide examples to support your answer.

[Total: 20 marks]

END OF EXAM PAPER