



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 : September – December 2020
 Lecturer/Examiner : Ng Boon Aun
 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. Cultural variables that can influence a person's perceptions have been identified through research.

Describe **FIVE (5)** cultural variables found in the communication process.

(15 marks)

2. Describe the **FIVE (5)** dimensions of culture proposed by Hofstede's cultural dimensions.

(15 marks)

3. Examine **FIVE (5)** benefits of various entry and ownership strategies available to multinational corporations.

(15 marks)

4. Describe the **FIVE (5)** levels of needs listed under Abraham Maslow's Hierarchy of Needs when motivating employees of various cultural background.

(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. Suggest **FOUR (4)** categories of non-verbal communication. Provide relevant examples to illustrate each non-verbal communication.

(20 marks)

2. To respond to increased product diversification and to maximize benefits from both domestic and foreign operations, a firm may choose to replace its international division with an integrated global structure.

With relevant examples, propose **FOUR (4)** integrated global structure a firm may choose.

(20 marks)

END OF EXAM PAPER