



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MANAGEMENT

QUALIFICATION: BACHELOR OF BUSINESS ADMINISTRATION	
QUALIFICATION CODE: 21BBAD	LEVEL: 8
COURSE CODE: IBM422S	COURSE NAME: INTERNATIONAL BUSINESS MANAGEMENT: ANALYSIS
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	MR MATHEW NELENGE

INSTRUCTIONS
<ol style="list-style-type: none">1. Read through all instruction and questions before you start2. Write your student number clearly and visible on your answer sheet3. Answer ALL the questions.4. Write clearly and neatly.5. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

Looking at level of Regional of Economic Integration, reasons of why country engage on integration and their limitations, discuss the broader concepts of Regional Economic integration. (25 Marks)

QUESTION 2

The main aim of a business in a competitive business environment is to succeed and achieve an organizational goal, and if not an improvement should be done, whereby an organization can either exercise organizational change: if you were a CEO of an organization that has fails to succeed, explain how will you implement a change in that organization? (15Marks)

QUESTION 3

Discuss how the need for control over foreign operation varies with firms 'strategy and core competencies. What are the implications of the choice of entry mode? (10 Marks)

QUESTION 4

A small South African firm that has developed some valuable new medical products using its unique bio-technological know-how is trying to decide how best to serve the European Union. Its choices are given below. The cost of investment in manufacturing facilities will be a major one for the South African firm, but it is not outside its reach. If the below options are the only ones available for the choice, which one would you advice the firm to choose? And Why?

(10 Marks)

- A) Manufacture the product at home and let foreign sales agent handle marketing.
- B) Manufacture the product at home and set up a wholly owned subsidiary in Europe to handle marketing
- C) Enter into strategic alliance with a large European pharmaceutical firm and the product will be manufactured in Europe by the 50/50 joint venture and marketed by the European firm.

QUESTION 5

Imagine you are the marketing manager for a Namibian manufacturer of disposable diapers. Your firm is considering entering the Indian market. Your company director believes the advertising message that has been effective in the Namibia will suffice in idea. Outline some possible objections to this. Your director also believes that the pricing decision in India can be delegated to local managers. Why might he be wrong? (10 Marks)

QUESTION 6

Based on global marketing, explain how Product Attributes Influence Marketing Strategy
(9 Marks)

QUESTION 7

Based on government policy instruments and FDI, briefly discuss the home country policies that are designed to encouraging and restricting outward foreign direct investment. (7 Marks)

QUESTION 8

Perhaps you have just been appointed as a Human Resources Manager for a newly established organisation that has not yet open its door for business. The director for the company has task you to design the human resources activities that an organisation has to carry out in order to utilise its human resource effectively. What activities would you include on your assignment?

(5 Marks)

QUESTION 9

Price discrimination is indistinguishable from dumping. Discuss the accurate of this statement?

(5 Marks)

QUESTION 10

When a firm want to engage on a foreign market, What Influences the Choice of Entry Mode?
(4Marks)

TOTALS [100 MARKS]