



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MANAGEMENT

QUALIFICATION: BACHELOR OF BUSINESS MANAGEMENT	
QUALIFICATION CODE: 07BBMA	LEVEL: 8
COURSE CODE: IBM422S	COURSE NAME: INTERNATIONAL BUSINESS MANAGEMENT
SESSION: JANUARY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Mr. Mathew Nelenge

INSTRUCTIONS
<p>Read through all instructions and questions before you start</p> <ol style="list-style-type: none">1. Write your initials, surname and your student number clearly on your answer sheet.2. All questions are compulsory.3. Marks for each question are indicated at the end of each question.4. Write your answers clearly and neatly visible.

THIS EXAM PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

Discuss the main benefits of inward foreign direct investment for a host country (10)

Question 2

Based on government policy instruments and FDI, briefly discuss the home country policies that are designed to encouraging and restricting outward foreign direct investment (12)

Question 3

Looking at the entry strategy, when a firm expands globally;

- A) What Influences the Choice of Entry Mode? (10)
- b) When to enter foreign market and why? (6)
- c) At what scale firms enter the foreign market? (5)
- d) Which way is right to enter foreign market? (5)

Question 4

What strategic alliance is and what make strategic alliance successful? (10)

Question 5

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? (15)

Question 6

Based on global marketing, explain how Product Attributes Influence Marketing Strategy (12)

Question 7

What Are the Barriers to International Communication and what effects does each barriers has (15)

TOTAL MARKS [100]