



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF BUSINESS ADMINISTRATION</b>	
<b>QUALIFICATION CODE: 21BBAD</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: IBM422S</b>	<b>COURSE NAME: INTERNATIONAL BUSINESS MANAGEMENT: ANALYSIS</b>
<b>SESSION: JANUARY 2020</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MR BENHARD K JOHANNES
<b>MODERATOR:</b>	MR MATHEW NELENGE

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Read through all instruction and questions before you start</li><li>2. Write your student number clearly and visible on your answer sheet</li><li>3. Answer ALL the questions.</li><li>4. Write clearly and neatly.</li><li>5. Number the answers clearly.</li></ol>

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

## **QUESTION 1**

Discuss organizational Architecture in the context of international business? (25 Marks)

## **QUESTION 2**

Distinguish between tax break and equity participation as forms of subsidies uses by government to intervene in the international trade and explain why the government uses tax break and equity participation in these regards? (10Marks)

## **QUESTION 3**

Explain the three main approaches to staffing policy (9Marks)

## **QUESTION 4**

Do you think there is any deferent between Training from Management Development?  
Motivate your answer.  
(10Marks)

## **QUESTION 5**

In your view, do you agree or disagree that foreign direct investment has any costs for the host country? Motivate your answer. (10Marks)

## **QUESTION 6**

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 7

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 advise 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 8

When a firm wants to expand globally, there are many forms a firm can enter foreign market, List and define different forms available for a Firm to enter Foreign Markets (10Marks)

### QUESTION 9

Based on global marketing, explain how Product Attributes Influence Marketing Strategy (6 Marks)

**TOTAL [100 MARKS]**