

DO NOT REMOVE THE QUESTION PAPER FROM THE EXAMINATION HALL

**UNIVERSITY OF LONDON**

CENTRE FOR FINANCIAL AND MANAGEMENT STUDIES

*MSc Examination*  
for External Students

**91DFMC367**

INTERNATIONAL BUSINESS ADMINISTRATION

**Managing the Transnational Corporation**

*Specimen Examination*

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*This is a specimen examination paper designed to show you the type of examination you will have at the end of this module. The number of questions and the structure of the examination will be the same, but the wording and requirements of each question will be different.*

You are required to answer at least **ONE** question from **Section A** and at least **ONE** question from **Section B**. The third answer can come from either Section A or Section B.

You are required to answer **THREE** questions in total

The examiners give equal weight to each question; therefore, you are advised to distribute your time approximately equally between three questions.

You should, where possible, illustrate your answers with references and/or practical examples from the module and from your own experience.

**PLEASE TURN OVER**

Answer at least **ONE** question from **Section A** and at least **ONE** question from **Section B**.

The third answer can come from either **Section A** or **Section B**.

You must answer **THREE** questions in total.

## **Section A**

*Answer at least ONE question from this section.*

1. Compare and contrast the approaches of Stephen Hymer and John Dunning in explaining the growth of transnational corporations.
2. Carefully explain how transnational firms can exploit international leverage situations. Is there any evidence that they do so?
3. Why do transnational firms often find it difficult to achieve an optimal balance between the differentiation and integration of their global activities? Are the two objectives incompatible?
4. Outline the concept of STEEPLE analysis and critically discuss its use as an evaluative tool for strategic decision-making within transnational corporations.

## **Section B**

*Answer at least ONE question from this section.*

5. How might transnational corporations successfully manage and enhance their own global innovative activities?
6. Carefully consider the implications of national cultures for transnational firms. Can cultural differences be successfully managed?
7. To what extent have transnational corporations adopted global Human Resource Management (HRM) practices? Do employees have a 'global mindset'?
8. Drawing upon specific examples, critically explore how tensions might arise in international joint ventures. How can such tensions be resolved?

**[END OF EXAMINATION]**