

DO NOT REMOVE THE QUESTION PAPER FROM THE EXAMINATION HALL

UNIVERSITY OF LONDON

CENTRE FOR FINANCIAL AND MANAGEMENT STUDIES

MSc Examination

Postgraduate Diploma Examination

Postgraduate Certificate Examination

for External Students

91DFMM471

INTERNATIONAL BUSINESS ADMINISTRATION

International Business Strategy

Specimen Examination

*This is a specimen examination paper designed to show you the type of examination you will have at the end of the year for **International Business Strategy**. The number of questions and the structure of the examination will be the same but the wording and the requirements of each question will be different. Best wishes for success on your final examination.*

The examination must be completed in **THREE** hours.

Answer **THREE** questions, selecting *at least* **ONE** question from **EACH** section. The examiners give equal weight to each question; therefore, you are advised to distribute your time approximately equally between three questions.

PLEASE TURN OVER

Answer **THREE** questions; at least **ONE** from **EACH** section.

Section A

*Answer at least **ONE** question from this section.*

1. What are the main ways in which you can answer the question: 'what is international management?'
Illustrate your answer with examples.

2. What are the issues encountered when a company chooses to enter a new country market? Illustrate your answer with examples of successful and unsuccessful entry strategies.

3. Does 'mass customisation' mean that competitive strategy no longer requires a choice between competing on cost and competing on product differentiation? Elaborate your answer with reference to relevant management theories and case materials.

4. Explain the following and how the terms are used in international business?
 - a) Market segments
 - b) Price discrimination
 - c) Intermediaries
 - d) Digital marketing

Section B

Answer at least ONE question from this section.

5. Why was Walmart's entry into China met with some failure, what countermeasures were taken?
6. Did reorganisation make Glass LTD. more successful?
7. Discuss the reasons for the approaches to exchange rate risk of two companies you have studied.
8. Discuss MNE penetration as an 'add-on' to Porter's diamond model.

[END OF EXAMINATION]