



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (CITY CAMPUS)

MBA 850: GLOBAL STRATEGIC MANAGEMENT

Date: 15th July, 2013

Time: 5.30 – 8.30 p.m.

INSTRUCTIONS:

- ♦ Answer Question ONE and any other THREE questions.



Question 1

- a) Explain the reasons why companies go into international business. (5 marks)
- b) Outline reasons why strategic planning is more complex on the global level than the domestic level. (5 marks)
- c) Compare scanning at the multinational level with regional level scanning (5 marks)

Question 2

Discuss the role of home nation competitiveness in the competitiveness of firms across international borders. (15 marks)

Question 3

Discuss the meaning, needs, benefits, and approaches of the strategic planning process for today's multinational corporation (MNC). (15 marks)

Question 4

Discuss the tension between pressures for global integration and national responsiveness and the four basic options for international strategies. (15 marks)

Question 5

- a) With specific reference to the major types of entry strategies, describe how a multinational corporation (MNC) develops and implements organizational structures (8 marks)
- b) Analyze the advantages and disadvantages of each type of organizational structure, including the conditions that make one preferable to others. (7 marks)

Question 6

Analyze the performance measures that are used to control international operations. (15 marks)