



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY POSTGRADUATE EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR DOCTOR OF
PHILOSOPHY IN BUSINESS ADMINISTRATION**

BCSM 714: GLOBAL BUSINESS STRATEGY

DURATION: 3 HOURS

DATE: 22ND AUGUST, 2018

TIME: 2.00 – 5.00 P.M.

Instructions to Candidates:

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE

Which international trade theory can best explain the trade between Kenya and each of the following countries? Explain

- a) Pakistan (8 marks)
- b) Japan (8 marks)
- c) China (9 marks)

QUESTION TWO

A firm wishes to enhance its global competitiveness by carefully selecting foreign markets for business operations. Discuss the suitability of the general electric matrix for this purpose

(25 marks)

QUESTION THREE

It has been argued that mere internalisation of business does not amount to globalisation. Discuss

(25 marks)

QUESTION FOUR

- a) Differentiate between the following terms:
 - i. International business and domestic business (9 marks)
 - ii. International business and international trade (8 marks)
- b) Explain the importance of the theories of global business (8 marks)

QUESTION FIVE

There are various modes that a firm can use to enter and operate in foreign markets. For a given foreign market a firm can use different modes for different products, depending on competitive advantages that may be gained

- a) Using illustration, discuss the modes (15 marks)
- b) Discuss the factors that have frequently been cited by firm as their major reasons for engaging in foreign direct investment (10 marks)

QUESTION SIX

Effective implementation of strategies and control of international business operations require a carefully thought out organizational strategy. Discuss this statement

(25 marks)