



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EAB41603
SUBJECT TITLE : GLOBAL ENTREPRENEURSHIP
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 24th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL questions in Section A and Section B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

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Question 1

Explain why the European Union (EU) is a very attractive market for international business.

(5 marks)

Question 2

Provide an example of how the accounting environment could affect international business operations.

(5 marks)

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Question 3

Explain why it is difficult to have a standard set of international ethical codes of conduct.

(5 marks)

Question 4

Briefly elaborate on one supply factor that influences Foreign Direct Investment (FDI).

(5 marks)

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Question 5

Explain why international franchising is an attractive mode of global expansion for many multinational companies.

(5 marks)

Question 6

Identify the conditions that favor a global strategy.

(5 marks)

Question 7

Discuss **TWO (2)** major advantages of strategic alliances.

(5 marks)

Question 8

Explain the increasing trend of multinational companies to hire Third-Country Nationals (TCNs) in their management positions.

(5 marks)

(Total: 40 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Discuss by giving examples, how the 4Ps of marketing (Product, Place, Price and Promotion) may have to be modified to suit local requirement of the various international markets.

(20 marks)

Question 2

Explain by giving examples, the complexities of international operations management in terms of resources, location and logistics.

(20 marks)

Question 3

Evaluate three major disadvantages for Malaysia to join TPPA.

(20 marks)

END OF EXAMINATION PAPER