UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EEB30103
SUBJECT TITLE : INTERNATIONAL BUSINESS STRATEGY
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 PM / 3 HOURS
DATE : 31st 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 FOUR (4) questions in Section A and THREE (3) questions in 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 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.
SECTION A (Total: 30 marks).

INSTRUCTION: Answer FOUR (4) questions ONLY. Please use the answer booklet provided.

Question 1
a) Briefly explain the terms 'intended strategy' and 'emerging strategy'
   (4 marks)

b) What are the main drivers of globalization? Briefly explain.
   (6 marks)
   (Total: 10 marks)

Question 2
List and briefly describe the FIVE (5) levels of Regional Economic Integration.
(10 marks)

Question 3
A major challenge of doing business internationally is to adapt effectively to different cultures. Such adaptation requires an in-depth understanding on cultural diversity that requires examination on cultural differences. States and briefly describe FIVE (5) specific example of culture diversity of a society that can directly affect the managerial approaches.
(10 marks)
Question 4

An indicative of an industry that having high degree of rivalry includes frequent price war, proliferation of new products and intense advertising campaigns that leads to a high cost competitive actions and reactions. There are at least six conditions that lead to high rivalry in an industry. State and briefly explain the FIVE (5) conditions that led to it.

(10 marks)

Question 5

List and briefly describe FIVE (5) basic principles of International Law.

(10 marks)
SECTION B (Total: 60 marks).

INSTRUCTION: Answer THREE (3) questions ONLY. Please use the answer booklet provided.

Question 1

From the perspectives of resource-based view, firm's performance is the most fundamentally driven by firm resource and capability. Thus, in order for a firm to sustain its competitive advantage and persistently above-average performance is by strengthening its resource and capability. By using the VRIO framework discuss in detail by using relevant example on how a firm could sustain its competitive advantage in an increasing competitive business environment.

(20 marks)

Question 2

"Strategy as Theory" further defines the "Strategy as Integration" that combines planning and action school of thoughts. Discuss in detail with example the FOUR (4) advantages that associate with "Strategy as Theory" definition.

(20 marks)

Question 3

By using Porter's five forces framework, compare and contrast between two different industries. Which industry promise higher earning? Why? Discuss in detail.

(20 marks)
Question 4

Compare and contrast between non-equity and equity modes of entry, which one is more appropriate for Malaysian SMEs firms to use in penetrating China market. Why? Justify your argument.

(20 marks)