



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EEB10203
COURSE NAME	: INTERNATIONAL MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 4 JULY 2024
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

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 **FIVE (5)** questions.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTIONS: Answer ALL Questions

Question 1

Political risks are any governmental action or politically motivated event that could adversely affect the long-run profitability or value of a firm. Some countries are exposed to political risks which can affect the business environment. Managers of a global firm need to investigate the political risks to which they expose their company in certain countries.

Explain **FIVE (5)** typical political risk events.

(20 Marks)

Question 2

CSR is a corporate activity that should be motivated in part by a concern for the welfare of some non-owners, and by an underlying commitment to basic principles such as integrity, fairness, and respect for persons. International companies gain long-term competitive benefits by contributing to society through corporate social responsibility (CSR) initiatives.

Discuss **FIVE (5)** business benefits from CSR.

(20 Marks)

Question 3

Multiculturalism is the view that cultures, races, and ethnicities, particularly those minority groups, deserve special acknowledgement of their differences within a dominant political culture.

Explain **FOUR (4)** types of group multiculturalism together with example.

(20 Marks)

Question 4

Effective intercultural communication is a vital skill for international managers and domestic managers of multicultural workforces.

Explain **FIVE (5)** steps toward effective intercultural communication.

(20 Marks)

Question 5

Cross-border strategic alliances between companies overseas are formed for many reasons.

Discuss **FIVE (5)** reasons companies embark on cross-border strategic alliances.

(20 Marks)

END OF QUESTION PAPER