



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EEB30803
COURSE NAME	: MULTINATIONAL ENTERPRISE AND EMERGING MARKET
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 14 FEBRUARY 2025
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 FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION: Answer ALL questions ONLY.

Please use the answer booklet provided.

QUESTION 1

An American retail giant, Globex Mart, is planning to expand into Vietnam, an emerging market with a growing middle class and increasing consumer spending. However, the company faces challenges such as limited infrastructure, unfamiliar regulatory requirements, and a competitive local market dominated by small traditional retailers.

- a) Discuss the opportunities and challenges Globex Mart might encounter when entering Vietnam.

(10 marks)

- b) How can the company leverage its strengths to address potential hurdles?

(10 marks)

[Total 20 marks]

QUESTION 2

A European automobile manufacturer, AutoFusion, wants to establish a presence in South Africa. The company is debating whether to set up a wholly owned subsidiary, enter into a joint venture with a local partner, or license its technology to a local manufacturer.

- a) Evaluate the market entry strategies available to AutoFusion. What are the potential risks and benefits of each strategy?

(10 marks)

- b) Recommend the most suitable approach for the company, justifying your choice.

(10 marks)

[Total 20 marks]

QUESTION 3

A U.S.-based pharmaceutical company, HealthNova, has expanded into Nigeria, where it faces challenges due to weak healthcare infrastructure and regulatory oversight. To address these issues, HealthNova considers forming partnerships with local healthcare providers and leveraging telemedicine technology.

- a) Analyze how institutional voids in Nigeria might impact HealthNova's operations. Propose strategies, including partnerships and innovation, that the company could adopt to overcome these challenges effectively.

(10 marks)

- b) Propose strategies, including partnerships and innovation, that the company could adopt to overcome these challenges effectively.

(10 marks)

[Total 20 marks]

QUESTION 4

A global fast-food chain, Burger Planet, is entering the Indian market. While the company has a standardized menu globally, it is considering introducing vegetarian options and reducing beef-based items to align with local dietary preferences and cultural norms.

- a) Compare the benefits of local adaptation versus global standardization for Burger Planet.

(10 marks)

- b) How can the company balance these strategies to ensure success in the Indian market?

(10 marks)

[Total 20 marks]

QUESTION 5

An Asian technology company, TechZen, is planning a greenfield investment in Brazil by establishing a new manufacturing plant. The company anticipates challenges, including high startup costs, complex local labor laws, and unfamiliarity with the business environment.

- a) Discuss the types of foreign direct investment TechZen could have considered for entering Brazil.

(10 marks)

- b) Analyze the challenges associated with its chosen greenfield investment and suggest strategies to mitigate these challenges.

(10 marks)

[Total 20 marks]

END OF QUESTIONS