



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EEB30803
COURSE NAME	: MULTINATIONAL ENTERPRISE AND EMERGING MARKET
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 24 JUNE 2025
TIME	: 2.00 PM – 5.00 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 **ONE (1) Section ONLY**
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 ONE (1) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

- a) Discuss the key ideas behind early Internalization Theory.
(10 marks)
- b) How did this theory explain the existence of multinational enterprises in a global economy?
(15 marks)

Question 2

Explain how the internalization of marketing functions (e.g., brand management, CRM) helps MNEs maintain control over customer experience and brand equity.
(25 marks)

Question 3

Counterfeit products are a growing threat to global MNEs. Analyze how imitation affects brand equity and competitive positioning, especially in emerging markets.
(25 marks)

Question 4

- a) Compare centralized and decentralized sourcing strategies.
(10 marks)
- b) Which is more suitable for volatile international markets, and why?
(15 marks)

END OF EXAMINATION PAPER