CONFIDENTIAL

1B

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
JULY 2025 SEMESTER

COURSE CODE	:	EEB30803
COURSE NAME	:	MULTINATIONAL ENTERPRISE AND EMERGING MARKET
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	:	20 SEPTEMBER 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 **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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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

Question 1

a) What are the foundational principles of Internalization Theory in international business? Provide key theoretical contributions.

(10 marks)

a) Using relevant examples, explain how Internalization Theory justifies the formation and growth of multinational enterprises.

(15 marks)

Question 2

Explain why multinational enterprises (MNEs) increasingly internalizing marketing activities such as customer relationship management (CRM) and global brand positioning are. Discuss the strategic benefits and risks involved.

(25 marks)

Question 3

Evaluate the impact of brand imitation and counterfeit goods on the global competitiveness of MNEs. How can companies protect themselves in emerging markets with weak intellectual property enforcement?

(25 marks)

Question 4

a) Distinguish between centralized and decentralized global sourcing models in terms of decision-making, cost efficiency, and responsiveness.

(10 marks)

b) Which sourcing strategy is more resilient in managing supply chain disruptions in volatile environments? Justify with examples.

(15 marks)

END OF EXAMINATION PAPER