



CONFIDENTIAL

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 P.M. / 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.

JANUARY 2016

CONFIDENTIAL

SECTION A (Total: 40 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 a 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)

JANUARY 2016

CONFIDENTIAL

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)

JANUARY 2016

CONFIDENTIAL

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)

END OF EXAMINATION PAPER

TBRARY 2 COPY

TBRARY 2 COPY

TBRARY 2 COPY

TBRARY 2 COPY

TBRARY 2 COPY

TBRARY 2 COPY

TBRARY 2 COPY