

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2019

Programme : Diploma in Business (DIB)

Course : MGT2104: International Business

Date of Examination : 3 August 2019, (Saturday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Section A : Answer **THREE (3)** questions out of Four.

Section B : Answer **ONE (1)** essay question out of Two.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Gilbert Raj Sundram

Moderator : Ms Hew Fui Mun

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MGT2104: INTERNATIONAL BUSINESS
FINAL EXAMINATION: APRIL 2019 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer **THREE (3)** questions in **SECTION A** and **ONE (1)** question in **SECTION B**. All questions carry equal marks.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(75 marks)**

Question 1

(a) Briefly explain the role of **TWO (2)** global institutions that have emerged to manage, regulate, and police the global marketplace.

(7 marks)

(b) Explain **THREE (3)** concerns of anti-globalization groups about moving towards a global economy.

(18 marks)

Question 2

(a) Briefly explain **THREE (3)** ways intellectual property can be protected.

(12 marks)

(b) Explain **THREE (3)** economic systems by which countries distribute resources and trade goods and services.

(13 marks)

Question 3

(a) Briefly explain the **TWO (2)** roles of education in culture.

(9 marks)

(b) Identify **FOUR (4)** cultural dimensions introduced by Geert Hofstede that can affect workplace values.

(16 marks)

Question 4

(a) Explain **THREE (3)** methods how governments intervene in markets. (15 marks)

(b) Briefly explain **TWO (2)** economic arguments for government intervention in markets. (10 marks)

SECTION B: Answer any **ONE (1)** question in the answer booklet provided. (25 marks)

Question 1

You are working for a local company that is considering investing in China. Management has requested a report regarding the attractiveness of investing either through acquisition or Greenfield strategy. Explain **FIVE (5)** benefits of either strategy that may convince your management when investing in this country.

(25 marks)

Question 2

You work for a company whose manufacturing plant has recently decided to open a production plant in Europe to serve that market. However, some of the executives in the company are unsure whether this would be a wise decision, since they are unfamiliar with the country background. Explain **FIVE (5)** country factors to your executives that needs to be considered, when locating here.

(25 marks)

~ **The End** ~

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