



# FACULTY OF MANAGEMENT

## SSA Examination

### DEPARTMENT OF BUSINESS MANAGEMENT

<b><u>MODULE</u></b>	INTERNATIONAL PERSPECTIVES
<b><u>CODE</u></b>	BMB9X2
<b><u>DATE</u></b>	25 JULY 2016
<b><u>DURATION</u></b>	3 HOURS
<b><u>TIME</u></b>	08:30-11:30
<b><u>TOTAL MARKS</u></b>	100

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<b><u>EXAMINER</u></b>	PROF DJ PETZER (UJ)
<b><u>EXTERNAL MODERATOR</u></b>	DR E STRYDOM (VUT)
<b><u>NUMBER OF PAGES</u></b>	2 PAGES

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#### **INSTRUCTIONS TO CANDIDATES:**

- Question papers must be handed in.
- This is an open book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly
- Structure your answers by using appropriate headings and sub-headings.
- No marks will be awarded for naming.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

This paper consists of seven questions. Please answer all the questions. All questions relate to the company and market you have focused on in your major assignment.

### **QUESTION 1**

Evaluate three of the four managerial implications of the resource-based view according to Andersén (2010) with reference to the experiences of your chosen company in your chosen market. (15)

### **QUESTION 2**

Propose three well motivated suggestions your chosen company can implement in your chosen market to develop the three capabilities identified by Ovanesoff and Purdy (2011). (15)

### **QUESTION 3**

Evaluate the influence of three major differences in the culture between your chosen company's home market and your chosen market on any aspects of your chosen company's international business strategy. (15)

### **QUESTION 4**

Discuss and motivate three possible internationalisation advantages that foreign direct investment (FDI) could hold for a company similar to your chosen company in your chosen market. (15)

### **QUESTION 5**

When considering foreign entry strategies evaluate your chosen company's entry into your chosen market by paying specific attention to first- versus late mover advantage, scale of entry and dynamics of acquisitions. (15)

### **QUESTION 6**

Compare the three different staffing approaches available to multi-national enterprises (MNEs). Recommend the ideal staffing approach for your chosen company in your chosen market and motivate your choice. (15)

### **QUESTION 7**

Identify and briefly explain five key recommendations with respect to the international business strategy of your chosen company in your chosen market regarding the way forward. (10)

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