



FACULTY OF MANAGEMENT

Examination

DEPARTMENT OF BUSINESS MANAGEMENT

<u>MODULE</u>	INTERNATIONAL PERSPECTIVES
<u>CODE</u>	BMB9X2
<u>DATE</u>	31 MAY 2016
<u>DURATION</u>	3 HOURS
<u>TIME</u>	08:30-11:30
<u>TOTAL MARKS</u>	100

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

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 the unified framework proposed for global business 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 follow in your chosen market to benefit from the five growth opportunities identified by Ovanesoff and Purdy (2011). (15)

QUESTION 3

Evaluate the influence of three major differences in the politics, laws and economics 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 location advantages that foreign direct investment (FDI) could hold for a company similar to your chosen company in your chosen market. (15)

QUESTION 5

Criticize the mode of entry followed by your chosen company into your chosen market by considering both the resource and control dimension. Support your point of view with five well-formulated reasons. (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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