



FACULTY OF MANAGEMENT

Examination

DEPARTMENT OF BUSINESS MANAGEMENT

<u>MODULE</u>	INTERNATIONAL PERSPECTIVES
<u>CODE</u>	BMB9X2
<u>DATE</u>	30 MAY 2017
<u>DURATION</u>	3 HOURS
<u>TIME</u>	08:30-11:30
<u>TOTAL MARKS</u>	100

<u>EXAMINER</u>	PROF DJ PETZER
<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.
- You are permitted to use a laptop or similar device during the examination.
- 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

From an institution-based perspective, identify the five major challenges your chosen company faced/is facing in your chosen market. Motivate your choices and describe how these challenges were overcome/can be overcome. (20)

QUESTION 2

Select any three of the five growth opportunities highlighted by Ovanesoff and Purdy (2011) most applicable to your chosen company in your chosen market and explain how your chosen company can make the most of these opportunities in your chosen market. (15)

QUESTION 3

Briefly describe and evaluate two key resources of your chosen company using the VRIO framework. Briefly explain the competitive implications of each. (15)

QUESTION 4

Evaluate the extent to which the Product Life Cycle Theory (that explains international trade) is applicable to your chosen company's international expansion over time. (15)

QUESTION 5

Propose and motivate five possible drivers of a company such as your chosen company to engage in a horizontal foreign direct investment (FDI) in your chosen foreign market by considering the OLI paradigm. (15)

QUESTION 6

Four strategic choices are being proposed for multi-national enterprises (MNEs) based upon the pressures for global integration and local responsiveness. Indicate the strategic choice of your chosen company and motivate your choice. Propose and briefly motivate an additional dimension that could impact on your company's strategic choice. (10)

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)

--- oOo ---