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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2015/2016**

COURSE NAME : INTERNATIONAL BUSINESS
COURSE CODE : BPB 33703
PROGRAMME : 4 BPA
EXAMINATION DATE : DECEMBER 2015/ JANUARY 2016
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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Q1 Based on **Figure Q1**, answer the following questions:

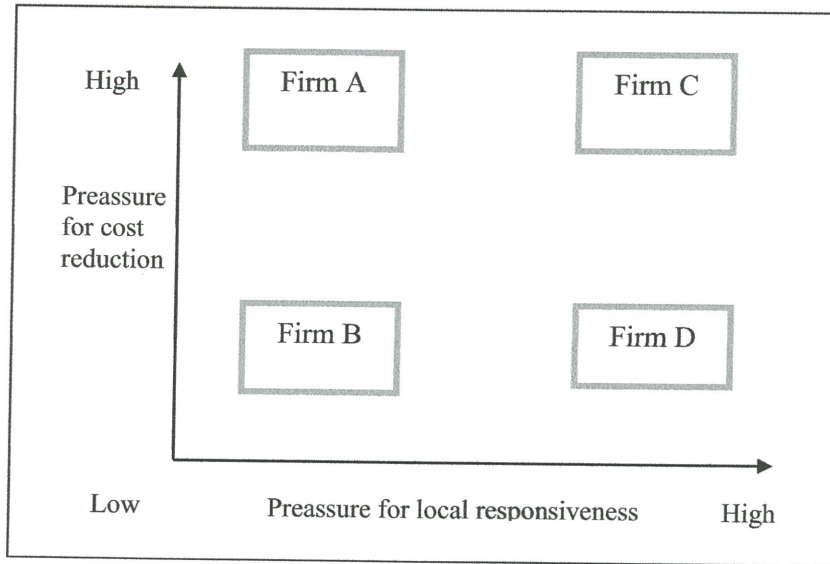


Figure Q1: Organizational strategies for international firms

- (a) Describe the type of organizational strategy for Firm A. (3 marks)
- (b) Propose with justifications the appropriate human resources strategy for Firm D. (10 marks)
- (c) Propose with justifications **TWO (2)** appropriate modes of entry for Firm B. (10 marks)
- (d) Provide **ONE (1)** example with justifications of Malaysian firm which can be categorised as in the position of Firm C. (7 marks)

Q2 Global financial operation includes the strategy for financing and working capital management.

(a) Explain the concept of fronting loan. (5 marks)

(b) Prepare cashflow payment 'netting' in USD translation of the following situation as depicted in **Figure Q2(b)**: (15 marks)

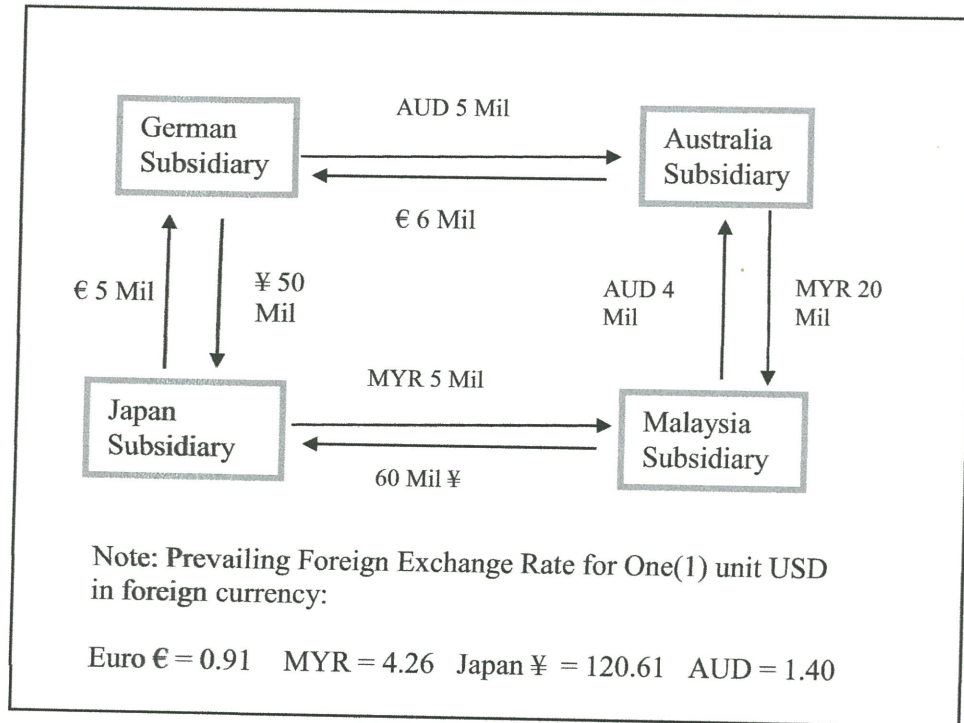


Figure Q2(b): Intra-subsidiaries transactions

(c) Explain **FOUR (4)** advantages of international payment settlement using 'netting' method. (8 marks)

(d) Provide **TWO (2)** examples of cross border money movement for international firm. (2 marks)

- Q3** (a) Outline **FIVE (5)** main reasons for public critics on the proposed transpacific partnership agreement (TPPA) .
(10 marks)
- (b) Discuss the situation in which standardised marketing approach strategy is appropriate for international firms.
(10 marks)
- Q4** (a) Differentiate the significant risks level between equity-based and non-equity based modes of entry strategy.
(10 marks)
- (b) Explain the concept of product safety under the responsibility for international firms.
(10 marks)

-END OF QUESTIONS-