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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019**

COURSE NAME : INTERNATIONAL BUSINESS
COURSE CODE : BPB 33703
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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- Q1** Discuss **TWO (2)** advantages and disadvantages of the following strategies to compete in the international environment.
- (a) International Strategy (5 marks)
 - (b) Global Strategy (5 marks)
 - (c) Multi Domestic Strategy (5 marks)
 - (d) Transnational Strategy (5 marks)
- Q2** Global Supply Chain is an integrated process where several business entities such as suppliers, manufacturers, distributors and retailers work together to plan, coordinate and control materials, parts and finish goods from suppliers to customers.
- (a) Illustrate **FIVE (5)** critical factors of Global Supply Chain System. (10 marks)
 - (b) Analyze **THREE (3)** advantages and obstacles of the Global Supply Chain. (15 marks)
- Q3** Global Human Resource Management (HRM) includes the adoption of manpower recruitment strategy to manage the operation of international business.
- (a) Demonstrate the concepts of Ethnocentric, Polycentric and Geocentric approach. (15 marks)
 - (b) Outline **THREE (3)** selection criteria of expatriates to be assigned in the foreign countries. (15 marks)
- Q4**
- (a) Propose with justification the most appropriate ways to eliminate gender bias - a silent discrimination which still exist among the international firms. (10 marks)
 - (b) Justify **THREE (3)** employer's and employee's responsibilities towards the right for work safety among the workers involved in the international business. (15 marks)

- END OF QUESTIONS -

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