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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

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

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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TERBUKA

- Q1** (a) Discuss **FOUR (4)** basic roles of International Monetary Fund (IMF). (12 marks)
- (b) Differentiate between Free Trade Area and Economic Union in relation to international business. (13 marks)

Q2 The following **Figure Q2** indicates four types of organizational strategy represented by Firm A, B, C and D in relation to international business operation.

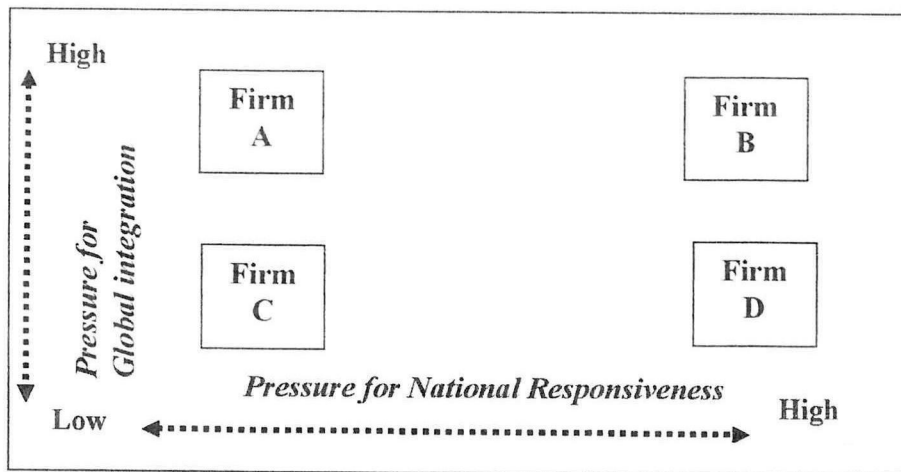


Figure Q2: Strategy of International Business

- (a) Interpret the position of Firm A, B, C and D with the appropriate organizational strategy for international business. (10 marks)
- (b) Propose with justifications the most appropriate human resources and staffing policy for Firm B and Firm C (15 marks)
- Q3** (a) The selection of entry mode strategy is crucial to ensure viability of an international business venture. Discuss **TWO (2)** alternatives of entry mode strategy which can be adopted by international firm. (10 marks)

- (b) Discuss with justification **THREE (3)** advantages of adopting a global branding strategy for an international firm.

(15 marks)

- Q4** (a) Propose with justification **THREE (3)** financing alternatives which can be adopted by an international firm operating in the foreign country.

(15 marks)

- (b) Discuss **TWO (2)** critical factors to establish global supply chain system for international firm operating in foreign market.

(10 marks)

- END OF QUESTIONS -