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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : INTERNATIONAL BUSINESS
COURSE CODE : BPB 33703
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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Q1 Levi Strauss & Co. makes and sells blue jeans, Dockers and Slates brand name apparel in more than 60 countries. With the onset of the regional integration in Europe and Latin America, Levi Strauss & Co.'s management decided to revise the firm's production and marketing strategies to make them more appropriate for regional as opposed to national operations.

(a) Explain regional economic integration. (5 marks)

(b) Illustrate **FIVE (5)** levels of regional economic integration in guiding the management of Levi Strauss & Co. (20 marks)

Q2 Differentiate **ONE (1)** advantage and **ONE (1)** disadvantage 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)

Q3 (a) Global market assessment is an important evaluation for Multinational Companies to sell their products in the global market.

Analyze **SIX (6)** steps of global market assessment. (18 marks)

(b) Outline **THREE (3)** selection criteria of expatriates to be assigned in the foreign countries. (12 marks)

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- Q4** (a) Propose with justification the most appropriate ways to ensure women achieve greater equality in international firms.
(10 marks)
- (b) Discuss **THREE (3)** employers' responsibilities and **THREE (3)** employees' responsibilities towards the right for work safety among the workers involved in the international business.
(15 marks)

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- END OF QUESTIONS -