



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE (CBPLG)

International Business NMMS 408

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER 2019

LECTURER: Dr. Iris Shiripinda

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ANY** three (3) questions. Total possible mark is **60**.

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the question.

Answer any Three (3) the questions

1.

The administrative heritage of a company is critical for its success or failure. The administrative heritages of European, and Japanese companies are generally very different from each other. [20marks]

Discuss how the different administrative heritage in the historical set up of the companies from these different backgrounds positioned them within the international markets. [20 marks]

2.

Examine and discuss the transnational manager's roles in

i) global business

ii) regional managers country

iii) country managers

[20 marks]

3.

Discuss a transnational company's approach to assigning roles to its worldwide subsidiaries. Support your answer with examples. [20 marks]

4. Describe ways of managing flows of information, products, and resources, and ways that transnational companies manage these flows flexibly, using different tools to meet

needs for global integration, knowledge transfer, and local responsiveness. [20 marks]

5.

Ethnocentrism can pose a very serious threat to a business that wants to go international. Define and explain fully, with examples of a product to be offered, how a company can avoid ethnocentrism. [20 marks]

6.

Discuss the kind of structure that an international company has to take and explain how the company has to deal with complexities of the different national subsidiaries.

[20 marks]