



"Investing in Africa's Future"

**FACULTY OF
MANAGEMENT & ADMINISTRATION**

COURSE CODE AND TITLE: MMS408 INTERNATIONAL BUSINESS

SEMESTER I EXAMINATIONS: NOVEMBER 2016

MUTARE PARALLEL

LECTURER: A D MUSHONGA

DURATION: 3 HOURS

INSTRUCTIONS

1. You are required to select and answer any FIVE of the following questions.
2. Illustrative diagrams and conceptual frameworks will earn you marks
3. Each question carries 20 marks

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- 1 The strategic importance of the local market environment where the subsidiary is located, and the strengths and capabilities of the subsidiary are the two critical dimensions which determine the contribution a national subsidiary can make to a transnational company's worldwide strategy. Discuss.
 - 2 A company must understand its administrative heritage which consists of its past. Discuss this concept fully, giving examples from the triad .
 - 3 Examine and discuss fully, the transnational's key specialist management roles of:
 - a. global or worldwide business managers,
 - b. worldwide functional managers,
 - c. country or regional managers,
 - d. corporate managers or corporate level executives at HQ
 - 4 International Business takes place in an environment which is characterized by a set of forces that drives companies to be more globally integrated and co-ordinated, and a countervailing set of forces that require companies to be sensitive and responsive to national differences. Discuss fully.
 - 5 What practical tips would you give to a business entity which wants to engage in business and management in the following cultural environments:
 - a) Individualist and Collectivist cultures
 - b) Neutral and Affective cultures
 - c) Past and Present and Future oriented cultures
 - d) Internal Locus of Control and External Locus of Control oriented cultures
 - 6 What have the triad companies been doing to increase the degree of fit between their administrative heritage and the dominant characteristic of their industry?
 - 7 For solutions to deal with the limitations of their administrative heritages, Japanese and Western multinationals must look beyond imitating each other. Discuss.

END OF PAPER