



**FINAL EXAMINATION**  
**MARCH 2024**

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<b>COURSE TITLE</b>	<b>INTERNATIONAL BUSINESS</b>
<b>COURSE CODE</b>	<b>RMGT3413</b>
<b>DATE/DAY</b>	<b>21 JUNE 2024 / FRIDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)</b>

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**INSTRUCTIONS TO CANDIDATES :**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 2 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

This question paper consists of **ONE** section. Answer **ALL** questions in the answer booklet provided. **[60 MARKS]**

**SECTION A** **(60 Marks)**

There are **SIX (6)** questions in this section. Answer **ALL** questions in the answer booklet.

1. The foreign exchange market is used to convert the currency of one country into the currency of another.
  - a) Describe the **TWO (2)** schools of thought on forecasting. (4 marks)
  - b) Explain why the Eurobond market is attractive. (6 marks)
2. Discuss the characteristics of international, localisation, global standardisation and transnational strategy. (10 marks)
3. Strategic alliances refer to cooperative agreements between potential or actual competitors.
  - a) State **FOUR (4)** reasons why strategic alliances are attractive. (4 marks)
  - b) Describe **THREE (3)** factors that lead to the success of strategic alliances. (6 marks)
4. Explain the **FIVE (5)** versions of countertrade. (10 marks)
5. Organisational architecture is the totality of a firm's organisation, including organisational structure, control systems and incentives.
  - a) Describe what organisational culture is. (6 marks)
  - b) List **FOUR (4)** ways to maintain organisational culture. (4 marks)
6. Human resource managers in international business make decisions on the types of staffing policies or approaches to use for effective human resource development.
  - a) Explain what is staffing policy. (4 marks)
  - b) Discuss **THREE (3)** main approaches to staffing policy. (6 marks)

\*\*\* END OF QUESTION PAPER \*\*\*