



FINAL EXAMINATION
MARCH 2023

COURSE TITLE	INTERNATIONAL BUSINESS
COURSE CODE	RMGT3413
DATE/DAY	22 JUNE 2023 / THURSDAY
TIME/DURATION	05:00 PM - 07:00 PM / 02 Hour(s) 00 Minute(s)

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 4 Printed Pages including front page)

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FINAL EXAMINATION
MARCH 2023

COURSE TITLE	INTERNATIONAL BUSINESS
COURSE CODE	RMGT3413
DATE/DAY	22 JUNE 2023 / THURSDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

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This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [50 MARKS]

SECTION A

(10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. Which of the following is **NOT** a factor that affects exchange rates in the foreign exchange market?
 - A. Interest rates
 - B. Inflation rates
 - C. Economic indicators
 - D. Population growth

2. A(n) _____ is the value of one country's currency expressed in relation to the currency of another country.
 - A. tariff
 - B. quota
 - C. exchange rate
 - D. subsidy

3. What is the primary reason for a firm to engage in international business?
 - A. To expand its customer base.
 - B. To diversify its operations.
 - C. To access new markets.
 - D. To capitalize on competitive advantages.

4. What is a multidomestic strategy in international business?
 - A. Adapting products and marketing strategies to local markets.
 - B. Standardizing products and marketing strategies globally.
 - C. Focusing on export-oriented operations only.
 - D. Collaborating with local partners to enter new markets.

5. Which of the following is **NOT** a potential benefit of strategic alliances?
 - A. Access to new markets and customers.
 - B. Sharing of risks and costs.
 - C. Increased competition among partners.
 - D. Access to technology and expertise.

6. Which of the following is a disadvantage of using a franchising entry strategy?
- A. Limited control over operations
 - B. High financial risk
 - C. Quick entry into the market
 - D. Ability to customize products for local markets.
7. Which of the following is a form of indirect exporting?
- A. Exporting through a distributor
 - B. Exporting through a sales agent
 - C. Exporting through a trading company
 - D. All of the above
8. What is an advantage of using countertrade as a form of international trade?
- A. Enhanced cash flow
 - B. Lower transaction costs
 - C. Reduced currency risk
 - D. Increased market diversification
9. Which of the following is an advantage of using a global product division structure in international business?
- A. Centralized decision-making
 - B. Quick response to local market conditions
 - C. Efficient allocation of resources
 - D. Enhanced coordination among subsidiaries
10. Which of the following is a key role of global human resource management?
- A. Managing employee relations in the home country
 - B. Ensuring compliance with local labor laws in each subsidiary
 - C. Making all HR decisions at the global headquarters
 - D. Standardizing HR policies and practices across all subsidiaries

SECTION B

(40 Marks)

There are THREE (3) questions in this section. Answer ALL questions in the answer booklet.

1. International business strategy refers to plans that guide commercial transactions taking place between entities in different countries. Explain **FOUR (4)** ways on how can firms increase profits through international expansion. (16 marks)
2. Entering a foreign market is a big step for any business even those that generate a seven-figure revenue. Compare the **FOUR (4)** ways in entering a foreign market. (12 marks)
3. Briefly explain **FOUR (4)** drawbacks of exporting. (12 marks)


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