



DIPLOMA IN BUSINESS ADMINISTRATION AND MANAGEMENT

SAMPLE EXAMINATION PAPER

INTERNATIONAL BUSINESS MANAGEMENT

Answer any 5 questions.

Time allowed: 3 hours

All questions carry equal marks

Q1. (A) Explain the concept of Comparative Advantage using examples to illustrate your answer. 10 marks

(B) Explain why some managers claim that Comparative Advantage is no longer viable in today's business climate.

10 marks

Total 20 marks

Q2. 'Transfer pricing deployed by multinational organisations is unethical' Explain what you understand by this statement and provide examples to support your recommendations.

Q3. Describe the findings of the research of different cultures carried out by Geert Hofstede and how it can be of value to a manager considering an International appointment.

Q4. List the requirements for effective management and leadership and describe two leadership theories of your choice

Q5. International business decisions are influenced by the cultural environment of different countries. Summarise the influence of culture in international market operations

Q6. Large multinational companies can make significant errors of judgement in their overseas operations particularly in marketing communications. Provide 4 examples of such errors.

(5 marks each)



Q7. Outline the advantages and disadvantages of popular trade alliance arrangements favoured by international managers

Q8. Outsourcing has increased dramatically in recent years. What are the implications for an International manager considering this method of supply? Provide examples to illustrate your answer.