

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCES

BAM III SEMESTER TWO 2017/18

COURSE UNIT: INTERNATIONAL MANAGEMENT

DATE: Thursday, 10th May 2018

Time allowed: 9:30am-12:30pm

Instructions to Candidates:

- 1. Answer any four questions. All questions carry equal marks.**
- 2. Do not write anything on this question paper.**
- 3. Credit will be given to clarity and use of relevant examples.**
- 4. Write legibly.**

Question One

“Globalization has been seen as economic integration, achieved in particular through the establishment of a global marketplace marked by free trade and a minimum of regulation.” With examples, assess the validity of this statement. **(25 marks)**

Question Two

The world over, many people claim that globalization has led to massive development across borders. As a student of international management, to what extent do you agree with this statement? **(25 marks)**

Question Three

As part of your continuous assessment, you have been requested to prepare a presentation on the concept of Foreign Direct Investment as used in International Management. In your presentation,

- (a) Define the concept, giving the different forms it can take on. **(5 marks)**
- (b) Give the justification as to why nations go for Foreign Direct Investments. **(5 marks)**
- (c) The strategies that governments can adopt in ensuring successful implementation of FDI. **(10 marks)**
- (d) The challenges associated with Foreign Direct Investments. **(5 marks)**

Question Four

- (a) With examples, discuss the concept of corporate culture. **(10 marks)**
- (b) As a student of international management, discuss the need to understand cultural implications in international business operations. **(15 marks)**

Question Five

- (a) As a student offering international management module at Uganda Martyrs University, assess the need for studying inter-cultural communication. **(10 marks)**
- (b) The social science (functionalist) school of thought offers several theories that give insights of how to communicate effectively in an intercultural setting. With reference to any **two** theories, and discuss their applicability. **(15 marks)**

Question Six

International HRM involves a number of issues that comprise of a variety of international organizational models meant to solve the problems of managing in different cultures and environments. As a student of international management, discuss any **four** models that can be employed by international organizations. **(25 marks)**