

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCES

BAM 3 EVENING QOUTA THREE 2018/19

COURSE UNIT: INTERNATIONAL MANAGEMENT

DATE: Monday, 5th August 2019

Time allowed: 4:00pm – 7:00pm

Instructions to Candidates:

Read the following before answering the examination questions.

- Answer any four questions. All questions carry equal marks.
- Do not write anything on this question paper.
- Credit will be given to clarity and use of relevant examples.
- Write legibly.
- Do not write anything on the Question Paper

QUESTION ONE

One of the key areas you have been exposed to in this module is the importance inter-cultural communication plays in international management of business operations. In your opinion, of what relevance was this study to you as a marketing specialist? **(25 marks)**

QUESTION TWO

In the social-cultural environment aspect, culture seems to be a dilemma to international marketer.

Briefly discuss the cultural aspects that can make culture a dilemma as well as an opportunity to international marketer **(25 Marks)**

QUESTION THREE

- a) It is common practice for companies to globalize their marketing operations. With examples, discuss the reasons as to why firms find themselves doing so. **(13 Marks)**
- b) Why do some firms fail on global expansion? **(12 Marks)**

QUESTION FOUR

- a) As a student of International business management, discuss the underlying factors that motivate firms and governments to invest in overseas markets. **(10 marks)**
- b) What factors/reasons might discourage a firm/government from pursuing a foreign direct investment as the most ideal entry mode into overseas operations. **(15 marks)**

QUESTION FIVE

Before companies go for international expansion they need to decide on the type of organization structure.

- i. Briefly discuss 4 different structures commonly used in International Marketing **(12 Marks)**
- ii. Describe the factors that affects the international organization structure decision **(13 Marks)**

QUESTION SIX

Hariss International entered the soft drinks industry with the launching of its Riham Cola, Funtime and Whats Up.

- a) Explain any three areas that Hariss could have used to analyze and understand its primary competitor in the industry. **(12 marks)**
- b) Hariss is a market follower in the soft drinks industry. Explain the possible strategies it can use to ensure they can acquire a fair share of the market from the current market leader and challenger. **(13 marks)**

QUESTION SEVEN

International trade has been seen as the only way to go in terms of promoting development efforts globally. However, there have been lots of challenges encountered in a bid to achieve the intended benefits.

- a) With relevant examples, discuss the various barriers to international trade. (10 marks)
- b) What efforts have been put in place at international level in reducing the challenges in international trade? (15 marks)

GOOD LUCK