

**UGANDA MARTYRS UNIVERSITY, NKOZI/LUBAGA
CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCES

BAM III SEMESTER TWO 2018/2019

COURSE UNIT: INTERNATIONAL MANAGEMENT

DATE: 8/5/2019

Time allowed: 3 HOURS

Instructions to Candidates:

Read the following before answering the examination questions.

- 1) Do not write anything on this question paper.
- 2) Write neatly and show all workings clearly.
- 3) Start every question on a new page
- 4) Clearly state the question number & sections attempted
- 5) Answer **any four** questions, all questions carry equal marks

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

In the social-cultural environment aspect, cultural 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, examine the need for firms to invest in overseas business.
(10 marks)
- b) Compare and contrast between exporting and licensing as entry modes 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 factor that affects the international organization structure decision **(13 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)

GOOD LUCK