

UNIVERSITI SAINS MALAYSIA
MASTER OF BUSINESS ADMINISTRATION

Second Semester Examination
Academic Session 1999/2000

February 2000

AGU 610 – INTERNATIONAL BUSINESS MANAGEMENT

Time: [3 hours]

INSTRUCTIONS:

Please ensure that this examination paper consist of 2 printed pages before you begin.
Answer **ALL** questions from Section A and **THREE (3)** questions from Section B.

SECTION A (Compulsory)

1. By using the television as an example, discuss the international product life cycle theory.
(20 marks)
2. Discuss the video “Challenge to America” from the perspective of the factors that have brought about the problems faced by U.S multinationals resulting from the strong competition from Japanese and German multinationals.
(20 marks)

SECTION B

3. Assume that you are the managing director of PETRONAS. You have just opened your operations in Iran and are now looking to hire a few senior managers for the operation. Discuss the factors you would have to consider whether to hire either from Malaysia, Iran or from other countries.
(20 marks)
4. Discuss the various issues argued at the inter-regional and intra-regional trade levels.
(20 marks)
5. By using examples where possible, discuss the elements that MNCs have to consider within the marketing mix in selling their products internationally.
(20 marks)

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- 6. Acquisition of resources, location decisions and logistics and materials management are three factors within the strategic context of international operations management process. Discuss the specific elements within each factor that have to be addressed by the multinational enterprise.

(20 marks)

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