

Section A

Question 1 (COMPULSORY)

(a) Why is it important for an MNC to be global & not local?

(b) How does the effect of competitive advantage of an MNC?

UNIVERSITI SAINS MALAYSIA

Second Semester Examination
Section Academic 2000/2001

[30 marks]

Section B : (Class TWO) February/March 2001

Question 2 **AOP 356 - Comparative Management**

Time : 3 hours

Discuss the importance of a highly skilled workforce for the local community for an MNC wanting to start their operations in that country. Is it more important for some business than for others?

[20 marks]

INSTRUCTION

Please make sure that this examination paper contain **THREE** printed pages before you begin the examination. [20 marks]

Answer **FIVE** question.

Maslow's basic hierarchy and Herzberg's 2 factor theory: Are they applicable universally when it comes to employee's motivation? [20 marks]

Section C : (Class TWO) (2 questions)

Question 3

Give 3 reasons why strategic planning is more complex on the global level than the domestic level? [15 marks]

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Section A

Question 1 (COMPULSARY)

- (a) Why is it important for an MNC to “be global & act local”?
- (b) How does the effective management of diversity lead to competitive advantage of an MNC?

[30 marks]

Section B : (Choose TWO (2) questions)

Question 2

Discuss the importance of a highly educated pool of the local community for an MNC wanting to start their operations in that locality. Is it more important for some business than for others?

[20 marks]

Question 3

What kinds of problems do expatriates face when returning home? Identify and describe four of the most important. What can MNC s do to deal with these repatriation problems effectively?

[20 marks]

Question 4

Maslow’s Need Hierarchy and Herzberg’s 2 factor theory: Are they applicable universally when trying to understand motivation?

[20 marks]

Section C : (Choose TWO (2) questions)

Question 5

Give 3 primary reasons why strategic planning is more complex on the global level than the domestic level?

[15 marks]

Question 6

What are the 4 dimensions of culture that was introduced by Hofstede? Identify and describe each.

[15 marks]

Question 7

Identify and describe the 4 selection criterias that you judge to be most important universally in choosing people for an overseas assignment.

[15 marks]

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