



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

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| COURSE CODE | : | BTE 3673 |
| COURSE | : | GLOBAL ORGANIZATIONAL DESIGN |
| SEMESTER/SESSION | : | 1-2023/2024 |
| DURATION | : | 3 HOURS |

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

Case 2:

(5 marks)

A laundry detergent manufacturer established self-contained foreign divisions in every country in which it operates. Authority is decentralized to managers in each overseas division, and they devise the appropriate strategy for responding to the needs of the local environment.

Case 3:

(5 marks)

Madam King Burger offers menu items tailored to the local tastes and cultural preferences in various countries. In India, they have a range of vegetarian options to cater to the local dietary preferences, while in Japan, they offer unique items like the Teriyaki Burger to appeal to local tastes.

Scenario 4:

(5 marks)

Tappaware manufactures a product for food storage, organization, and preparation, producing the same model with standardized features, designs, and specifications to sell in various countries around the world. By doing so, they can benefit from bulk production, streamlined supply chains, and reduced production costs. This approach allows the company to compete on price and offer consumers consistent products worldwide.

QUESTION 5

- a) Weitzel and Jonsson have identified five stages of decline. Explain each stage and strategy if managers take prompt action to reverse the decline.

(20 marks)