

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM2013
COURSE TITLE	: INTERNATIONAL BUSINESS MANAGEMENT
SEMESTER/SESSION	: 2 - 2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in 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

**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER
PAGE**

QUESTION 1

“Globalization is not a new concept. Traders traveled vast distances in ancient times to buy commodities that were rare and expensive for sale in their homelands.”

- a) Based on the above paragraph, answer the following questions.
- i. Define globalization. [2 marks]
 - ii. Describe **ONE (1)** example of globalization in Malaysia. [2 marks]
 - iii. Discuss **THREE (3)** advantages of globalization to developing countries like Vietnam, Philippines or even Malaysia . [6 marks]
- b) Discuss **FIVE (5)** the driving forces of globalization. [10 marks]

QUESTION 2

- a) What are emerging markets? [4 marks]
- b) List **FOUR (4)** major emerging markets/countries. [4 marks]
- c) Explain **FOUR (4)** characteristics of emerging markets. [12 marks]

QUESTION 3

Discuss **FOUR (4)** positive and **FOUR (4)** negative impacts of globalization on culture, respectively. [20 marks]

QUESTION 4

- a)
 - i. Define Host Country in International Business. [2 marks]
 - ii. Define Home Country in International Business. [2 marks]
 - iii. Illustrate a scenario where you can depict clearly between Host Country and Host Country. [4 marks]
- b) Broadly speaking, political factors are those driven by government actions and policies.
- i. List **TWO (2)** political factors driven by the government. [2 marks]
 - ii. Explain the **TWO (2)** ethical issues in current international business. [10 marks]

QUESTION 5

Explain **FIVE (5)** factors attracting investors into a marketplace.

[20 marks]

-----End of question-----

