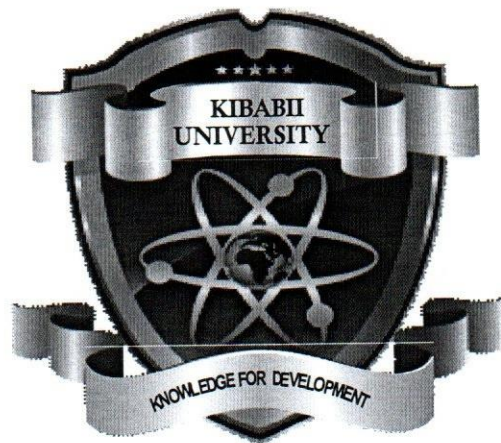


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

FOR THE MASTER DEGREE IN BUSINESS ADMINISTRATION

COURSE CODE: MBA 852

COURSE TITLE: GLOBAL STRATEGIC MANAGEMENT

DATE: 9th MAY 2015

TIME: 9.00AM

INSTRUCTIONS TO CANDIDATES

Answer **All** questions in Section A and Any other **THREE (3)** Questions from **section B**

SECTION A

Question One

- a) What is Globalization? Explain the factors which have contributed to the growth of globalization. Discuss the effects of globalization on modern businesses operating in Kenya (20 marks)
- b) What is a multinational company? Why would a company choose to become a multinational firm? Analyze the positive and negative influences of multinational companies on a host country (20 marks)

SECTION B

Question Two

- a) Discuss the Strategic Issues in Competing Multi-nationally. Explain how markets differ from Country to Country (10 marks)
- b) Analyze the strategy options available to firms for Competing in Foreign Markets (10 marks)

Question Three

Elucidate the benefits which may accrue to a company who embrace strategic alliance in foreign countries. Explain the pitfalls of strategic alliances to such a company (20 marks)

Question Four

- a) 'Multinational business environment is highly complex'. Describe in detail the components of multinational environment experienced by companies operating internationally (10 marks)
- b) Enumerate the critical characteristics of competing in emerging Foreign Markets (10 marks)

Question Five

- a) Discuss leadership capabilities required for global business strategy success (10 marks)
- b) 'It is management's responsibility to create a corporate culture that enables global business to thrive'. Explain the aspects of corporate culture which managers should know (10 marks)