

# KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS**  
**SPECIAL/SUPPLEMENTARY EXAMINATION**  
**2020/2021 ACADEMIC YEAR**  
**SECOND YEAR FIRST SEMESTER**  
**FOR THE DEGREE OF MASTERS OF BUSINESS**  
**ADMINISTRATION**

**COURSE CODE: MBA 852**

**COURSE TITLE: GLOBAL STRATEGIC MANAGEMENT**

**DATE: 18/01/2022**

**TIME: 8.00AM – 11.00AM**

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## **INSTRUCTIONS TO CANDIDATES**

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** Questions
  - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
  - 3) Credit is given for legibility, clarity and use of relevant examples
  - 4) Question **ONE** is **40 marks** while Questions **2-5** carry **20 marks** each
  - 5) Clearly write your **Registration Number** on each answer sheet used
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**TIME: 3 Hours**

**KIBU observes ZERO tolerance to examination cheating**

## QUESTION ONE

- a. Highlight with specific examples, four difference between International Corporate-Level Strategy and International Business-Level Strategy (10 Marks).
- b. With case studies, show four ways how corporate level strategy can improve performance in given organizations (10 Marks).
- c. Explain four ways how international business level strategy can improve performance in organizations? (10 Marks)
- d. With examples, identify challenges facing international business as a threat to third world countries? (10 Marks)

## QUESTION TWO

- i. Using examples of countries of your choice identify four models of global strategic management? (10 Marks)
- ii. Discuss the importance of models of global strategic management to third world countries? (10 Marks).

## QUESTION THREE

- i. With suitable examples, identify five emerging issues in global markets? (10 Marks)
- ii. Discuss the role of technology to global strategic management? (10 Marks).

## QUESTION FOUR

- a. Identify and discuss five risks likely to be encountered by organizations in global business arena (10 Marks)
- b. Explain four measures on how the said organizations can use to manage the identified risks (10 Marks)

## QUESTION FIVE

- i. With specific examples explain five ways on how organizations can use corporate culture to manage global competitiveness? (10 Marks)
- ii. What is the role of human resource management in global competitiveness? (10 Marks).

**END**