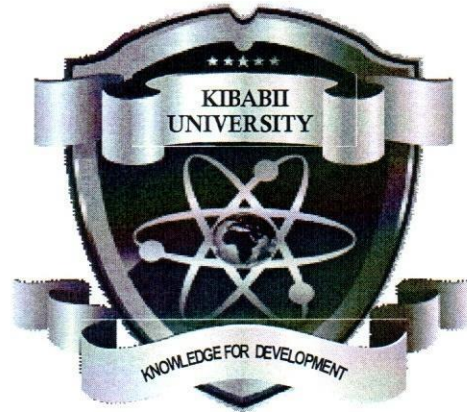


# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### MAIN EXAMS

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE DEGREE OF MASTERS OF BUSINESS  
ADMINISTRATION

COURSE CODE: MBA 852

COURSE TITLE: GLOBAL STRATEGIC MANAGEMENT

DATE: 03/08/2021

TIME: 9.00AM-12.00PM

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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

Read the text below and answer the questions that follow:

### BUZZY OIL TO GO BEYOND BORDERS

Buzzy Oil limited started as a garment factory before adding soaps, edible oil and fats to its product profile. It has continuously operated in Kenya in the edible oil and soaps industry with a major plant in Ruiru. After successful operations, it has realised that the Kenyan market can no longer sustain its growth goals. It is toying with the idea of exporting its products to more countries; modify its market mix and/ or diversity into other businesses. It is exploring setting up other plants in other East African and East Asian Countries where governments are keen on the attracting investments because of the differences such efforts can make. The board of directors of Buzzy Oil has invited you as a lead expert in guiding it to explore its options.

#### Required:

- a. Discuss four different strategies of entry into foreign countries that you will advise Buzzy Oil to apply? (10 Marks)
- b. Advice Buzzy Oil on the support it can get from its mother country regarding international business operations (10 Marks)
- c. Identify four risks that Buzzy Oil will be exposed to as it goes international? (10 Marks)
- d. Suggest four measures how the organization can address the risks? (10 marks)

## QUESTION TWO

- i. International and regional trading blocs play a very important role in strategic management of international business. Identify four common trading blocs? (5 Marks)
- ii. With suitable examples, discuss the blocs' (i above) contribution to global business management? (10 Marks)

## QUESTION THREE

- i. With relevant examples, identify four external forces that are behind global business? (10 Marks)
- ii. Using relevant examples, discuss four challenges facing global business? (10 Marks)

## QUESTION FOUR

- a. Highlight four differences between International Corporate-Level Strategy and International Business-Level Strategy (8 Marks).
- b. With case studies, show how the two can improve performance in organizations? (12 Marks)

**QUESTION FIVE**

i. Identify four emerging issues in global markets?

(10 Marks)

ii. Using relevant examples, discuss the contribution of global strategic management among the third world countries?

(10 Marks).

**END**