

UNIVERSITY OF BRADFORD

MSc INTERNATIONAL BUSINESS IN EMERGING ECONOMIES

MAN4276M

14 May 2013

16:00 – 18:00 Hours

This is a **CLOSED BOOK** examination

Answer **TWO** questions out of FOUR

Each question carries equal marks

Answer **TWO** Questions

1. Critically discuss the expected country and industry-level characteristics of an emerging market. Evaluate how foreign corporations may facilitate change in emerging markets.

(100 marks)

2. (a) Discuss the political sources of first mover advantage in emerging economies.

(50 marks)

(b) Critically discuss the possible firm-level gains, issues and problems when employing host country nationals for senior managerial posts in emerging market subsidiaries.

(50 marks)

3. (a) Privatisation is an important feature of economic reform in emerging economies. Discuss the various state-level reasons for privatisation and the ways the state can redistribute ownership to the private sector.

(50 marks)

(b) Explain the Brownfield entry mode. What are the specific challenges/issues you would expect the foreign company to experience when adopting this entry mode?

(50 marks)

4. Critically discuss the firm-specific motivations/contextual drivers and obstacles facing the internationalisation of emerging market multinationals.

(100 marks)