

UNIVERSITY OF BRADFORD

MSc MANAGING INTERNATIONAL BUSINESS IN EMERGING ECONOMIES

MAN4276M

7th May 2014

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. Why do foreign firms establish alliances or international joint ventures when entering emerging markets? Critically discuss the potential risks of using alliances or IJVs in emerging markets.
(100 marks)

2. Critically discuss the typical characteristics of an emerging market. Discuss the risks and opportunities these characteristics present to foreign entrants.
(100 marks)

3. How and why are many emerging market multinationals now major competitors in the international stage? Discuss the major obstacles emerging market companies experience in pursuit of international growth.
(100 marks)

4. Critically discuss the sources, benefits and risks of foreign entrants pursuing and attaining first mover advantage in emerging markets.
(100 marks)