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UNIVERSITY OF LONDON

279 0077 ZA

BSc degrees and Diplomas for Graduates in Economics, Management, Finance and the Social Sciences, the Diploma in Economics and Access Route for Students in the External Programme

Management: International and Comparative Perspectives

Wednesday, 14 June 2006 : 10.00am to 1.00pm

Candidates should answer **FOUR** of the following **TEN** questions. All questions carry equal marks.

PLEASE TURN OVER

1. Compare and contrast the global area structure and the global functional structure as forms of global organisational design for international firms.
2. Analyse the factors which will influence a transnational corporation's (TNC's) choice of international pricing policy.
3. On what basis do the proponents of strategic trade policy advocate its adoption by governments?
4. Discuss the merits and demerits of an international strategy of exporting for a transnational corporation (TNC).
5. With reference to any **two** of the four corners of Michael Porter's 'diamond of national competitiveness', analyse the role of governments in promoting national competitive advantage.
6. Critically analyse the proposition that companies should locate all their labour-intensive activities in the cheap-labour economies of the world.
7. What are the advantages of Strategic Business Alliances (SBAs) for international firms which participate in them?
8. Examine the opportunities and disadvantages of a free trade area for a firm which originates from a member country.
9. Discuss the factors which account for the globalisation of service sector firms in recent years.
10. What issues should an international firm take into account in deciding where to locate its research and development (R&D) activities?

END OF PAPER