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UNIVERSITY OF LONDON

279 0077 ZB

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. Analyse the benefits and limitations of the matrix form of global organisational structure for an international firm.
2. Explain the pre-conditions required for a successful operation of the international strategy of two-tier pricing.
3. Critically analyse John Dunning's eclectic theory of international production.
4. How might the knowledge of a country's balance of payments account help an international manager to formulate an international business strategy.
5. Distinguish between transaction and translation exposures to foreign exchange risks and analyse the common strategies that an international firm could use to cope with each of these foreign exchange risk exposures.
6. Explain how international managers can use knowledge of Geert Hofstede's work on culture to conduct their global business activities.
7. With reference to Paul Krugman's ideas, comment on the analogy between the competitiveness of firms and of nations.
8. Discuss the reasons which account for the high level of Foreign Direct Investment (FDI) in the global economy in recent years.
9. Compare and contrast licensing and franchising as international modes of entry into new markets.
10. With reference to **either** the pharmaceutical industry **or** the automobile industry, analyse the merits and demerits of an international strategy of greenfield investment.

END OF PAPER