



# MURANG'A UNIVERSITY OF TECHNOLOGY

## SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY POSTGRADUATE EXAMINATION

2017/2018 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR MASTER OF  
BUSINESS ADMINISTRATION (STRATEGIC MANAGEMENT OPTION)**

BCS 619: GLOBAL STRATEGIC MANAGEMENT

DURATION: 3 HOURS

DATE: 17<sup>TH</sup> AUGUST, 2018

TIME: 9.00 A.M – 12.00 NOON

### **Instructions to Candidates:**

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**QUESTION ONE (25 marks)**

- a) Discuss the four management orientations in global markets participation using examples. (16 marks)
- b) Summarize multinational companies in terms of types, pros & cons and ethical issues. (9 marks)

**QUESTION TWO (25 marks)**

- a) Illustrate how technology affects the five competitive forces of Michael Porter using examples. (15 marks)
- b) Point out arguments against globalization. (10 marks)

**QUESTION THREE**

- a) Discuss the four basic types of entry modes into the international market. (16 marks)
- b) Examine factors affecting a nation's competitiveness. (9 marks)

**QUESTION FOUR**

- a) Explain the two opposing forces that firms face when entering international global markets and the four strategies used. (15 marks)
- b) Point out ways in which globalization adds value for organizations in strategic management. (10 marks)

**QUESTION FIVE**

- a) Explain four advantages of globalization. (8 marks)
- b) Elaborate on the potential risks of international expansion for organizations. (12 marks)
- c) Outline globalization perspectives. (5 marks)