



**RIARA SCHOOL OF BUSINESS**  
***NURTURING INNOVATORS***  
**SEPTEMBER –DECEMBER 2023 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**DAY PROGRAMME**  
**RBA 305: GLOBAL BUSINESS MANAGEMENT**

**DATE: \_\_\_ DECEMBER 2023**  
**HOURS**

**TIME: 2**

**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.  
This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

- 1 Write your REGISTRATION NO. Clearly on the answer booklet(s).
- 2 Answer Question One and ANY other TWO questions.
- 3 Questions in all sections should be answered in answer booklet(s).
- 4 Marks allocated to each question are shown at the end of the question.
- 5 PLEASE start the answer to EACH question on a NEW PAGE.
- 6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- 7 Write your answers in paragraph form unless stated otherwise.
- 8 Keep your phone(s) SWITCHED OFF at the front of the examination room.
- 9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
- 10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

## **SECTION ONE: COMPLUSORY; 30 MARKS**

### **QUESTION ONE**

- a. Overseeing a global business presents complex challenges. Explore **FOUR** distinct orientations that a company can embrace when expanding internationally **(10 Marks)**
  
- b. Explain the Hofstede Cultural Dimensions and how they are applied in the management of global cultures. **(15 Marks)**
  
- c. Identify **FIVE** key RISK factors affecting Businesses that operate globally **(5 Marks)**

## **SECTION TWO: ATTEMPT ANY TWO OTHER QUESTIONS**

### **QUESTION TWO**

- a) Illustrate the application of Porter's generic strategies in the context of global business with relevant examples. **(12 Marks)**
  
- b) Explore FOUR strategies that businesses employ to enter the international market **(8 Marks)**

### **QUESTION THREE**

- a) Economic integration pertains to the reduction of trade and investment barriers between countries or regions, fostering enhanced economic cooperation and interdependence. Describe the **SIX** stages of economic integration **(12 Marks)**
  
- b) Using Examples **Analyse THREE** distinctions between localization and globalization strategies **(8 Marks)**

### **QUESTION FOUR**

- a) Carry out a comprehensive PESTEL analysis for a global company planning entry focusing on a country of your choice **(12 Marks)**

- b) Examine **FOUR** typical factors contributing to the challenges or failures of managers performance posted in foreign countries within a multinational context **(8 Marks)**