



ZCAS University

MASTER of BUSINESS ADMINISTRATION

BBA5501 GLOBAL BUSINESS

30 MAY 2024

16:30 HOURS

TIME ALLOWED: THREE HOURS (plus 5 minutes to read through the paper)

INSTRUCTIONS:

1. Section A: Question One in Section A is **compulsory**.
2. Sections B: Answer Two (2) questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

SECTION A: Question 1 is compulsory and must be attempted

Question 1

In the wake of increasing globalization, nations are grappling with the paradoxical challenges of integrating into global markets while preserving their sovereignty and national interests. This case study delves into the complexities faced by governments and businesses in navigating the globalized landscape, with a focus on the tensions between market liberalization and the protection of domestic industries.

Globalization presents nations and businesses with unprecedented opportunities for economic growth and prosperity, but it also poses complex challenges that require thoughtful and nuanced responses. By recognizing the inherent tensions between market integration and national sovereignty and adopting pragmatic approaches to address them, stakeholders can harness the benefits of globalization while mitigating its adverse consequences, thereby fostering sustainable and inclusive development on a global scale.

- a) Assess the motivations behind a nation's decision to pursue globalization and integrate into global markets. What economic, political, and social factors drive governments to open their economies to international trade and investment? (25 marks)
- b) Explore the implications of market globalization on domestic industries and employment. How does increased competition from foreign firms impact the competitiveness of local businesses and the labor market? Provide examples of industries that have been particularly affected by globalization? (25 marks)

(Total: 50 marks)

SECTION B: Attempt any TWO questions in this section

Question 2

Explain the significance of analyzing organizational readiness for internationalization in the context of global market opportunity assessment. What factors should be considered when determining if a company is prepared to expand its operations internationally?

(25 marks)

Question 3

Your multinational company, like Volkswagen or Nestle, employs a significant number of host-country nationals (HCNs), parent-country nationals (PCNs), and third-country nationals (TCNs) across its global operations. Describe the unique HRM challenges you would face in managing such a diverse workforce. (15 marks)

Discuss the factors contributing to expatriate assignment failure and propose strategies for mitigating these challenges. (10 marks)

(25 marks)

Question 4

You are a financial manager tasked with evaluating investment opportunities in foreign markets. Explain how political and economic risks could affect the decision-making process when assessing the viability of international investments. How would you adjust investment criteria and financial projections to account for these risks and ensure optimal returns for the company?

(25 marks)

END OF EXAMINATION