

**OLLSCOIL NA hEIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SEMESTER II EXAMINATIONS 2002-03

FINAL COMMERCE STUDENTS

MG323 INTERNATIONAL BUSINESS

**Professor Jonathan Winterton
Professor Roy Green
Dr. Paul Ryan**

Time Allowed: Two and Half Hours

Answer any three questions

All questions carry equal marks

1. Globalisation is a scantily understood system. Discuss this proposition in light of the arguments for and against the globalisation of business and society.
2. Cultural diagnosis is a complex but important task for international managers. Describe a framework for cultural diagnosis available to international managers.
3. Describe and contrast the theories of Michael Porter and Kenichi Ohmae on the role or otherwise of the home nation in providing a platform for internationally competitive companies.
4. Describe with the aid of examples how business in Asia is grounded in more collectivist principles than business in the West.
5. A transnational strategy combines the efficiencies of global integration with the responsiveness of multinational adaptation. How and why is this combination achieved?
6. Describe how international managers analyse the economic and political environments in which their companies must operate.