

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway

GX 1844

Semester II Examinations, 2003/2004
Front Page Template

Exam Code(s)	3BC1, 4BC2, 4BC3, 4BC4,
Exam(s)	B.Comm. Degree, B.Comm. Degree (French), B.Comm. Degree (German), B.Comm Degree (Spanish)
Module Code(s)	MG323
Module(s)	International Business
Paper No.	
Repeat Paper	Special Paper
External Examiner(s)	Professor Jonathan Winterton
Internal Examiner(s)	Professor Roy Green
	Dr Paul Ryan

Instructions:

Please answer any three questions.
All questions carry equal marks.

Duration	2 1/2 Hours
No. of Answer books	1

Requirements:

Handout	
MCQ	
Statistical Tables	
Graph Paper	
Log Graph Paper	
Other Material	

No. of Pages	2
Department(s)	

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

SEMESTER II EXAMINATIONS 2003-04

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. What are the levers, facilitators and drivers of global strategy? Distinguish between global, transnational and metanational strategy.
2. Explain the importance of 'groupism/collectivism' in the Asian business system with particular reference to 'Guanxi' in China and 'Keiretsu' in Japan.
3. Globalisation is a controversial area of debate for both business and society. Discuss how global corporations and technological developments are impacting the nature of global culture. How do global companies exploit these changes for business success?
4. How and why do international business firms assess political risk and the economic climate of nations around the world?
5. Define culture and explain its importance to international business managers. Use a framework to describe how international managers diagnose foreign cultures.
6. Why do some nations have a competitive advantage and higher economic growth rates? What, according to Michael Porter, is the appropriate role of Government in facilitating such success?