UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR
SEMESTER PERTAMA SESI 2001/2002

KOD/NAMA KURSUS: PN6043 INTERNATIONAL BUSINESS MANAGEMENT

TARIKH : 29 SEPTEMBER 2001 (SABTU)
MASA : 6.00 P.M. – 9.00 P.M. (3 JAM)
TEMPAT : UUM, SG.PETANI

ARAHAN :

1. Peperiksaan ini mengandungi LIMA (5) soalan di dalam SATU halaman bercetak.
2. Calon dikehendaki menjawab KESEMUA soalan
3. Semua jawapan hendaklah ditulis dalam kertas soalan ini.

SELAMAT MENJAWAB

NO. MATRIK : 

(dengan perkataan) 
(dengan angka)

NO. KAD PENGENALAN :

NAMA PENSYARAH : KUMPULAN :

JANGAN BUKA SOALAN INI
SEHINGGA DIBERI ARAHAN

SULIT
Please Answer All Questions

1. You are CEO of a company that has to choose between making a $100 million investment in Russia or Malaysia. Both investments promise different in long-run return. Your choice is driven by differences in several factors. Briefly discuss the factors that make you choose one of the countries for investment.

   (20 marks)

2. Foreign Direct Investment (FDI) can make a positive contribution to a host economy and it could boost the country’s economic growth rate. What are the main benefits and costs of FDI to host countries and home countries?

   (20 marks)

3. What are the differences between vertical differences and horizontal differences and explain and discuss arguments for centralization and decentralization for companies in making decision?

   (20 marks)

4. Once a firm decides to enter a foreign market, the question arises as to the best mode of entry. Briefly explain the different modes to enter foreign markets and the advantages and disadvantages of each mode?

   (20 marks)

5. You are the marketing manager of a food products Company that is considering of entering the South Korean market. There are several factors that you have to consider before entering the Korean market such as product attributes, distribution strategy, communication strategy, pricing strategy and new product development. Briefly explain all the factors that had been mentioned above.

   (20 marks)