

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 08 Total Marks : 70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION– AUG/SEP 2025	Three Hours
MGT 31613: International Business		Academic Year 2025
Instructions: ➔ The question paper contains 08 questions. ➔ Answer Any Five questions.		

Question 01

International business has evolved significantly from simple domestic operations to complex transnational enterprises. Critically analyse the evolution of business from domestic to transnational, discussing each stage of this evolution. In your analysis,

- a) Explain how firms transition through the five stages. (7 marks)
- b) What are the key characteristics, knowledge requirements, and strategic focus at each stage? (7 marks)

Question 02

Compare and contrast the Uppsala Internationalization Model with Dunning's Eclectic Paradigm (OLI Framework). In your comparison, discuss:

- The theoretical foundations of each model
- Key assumptions
- How each model explains the internationalization process
- The practical implications for multinational enterprises
- Limitations of each approach

(14 Marks)

Question 03

Distinguish between the four management orientations in international business. How do these orientations influence a company's international staffing policies, product strategies, and overall approach to global markets?

(14 Marks)

Question 04

The debate between standardization and adaptation is a key element of global marketing strategy, determining how companies effectively engage with diverse markets.

Critically evaluate the five strategic alternatives in global product planning. For each strategy, discuss:

- The underlying rationale and conditions for implementation
- Advantages and limitations
- Specific examples of companies that have successfully used each approach
- The role of cultural, economic, and competitive factors in strategy selection

(14 marks)

Question 05

- a) Discuss the importance of cultural knowledge in international business. **(7 marks)**
- b) Explain Hofstede's cultural dimensions theory and how it can guide international business management decisions. **(7 marks)**

Question 06

- a) What are the key components and challenges of planning and control in international business operations? **(7 marks)**
- b) Describe how organizational structures support global business strategies and coordination across international units. **(7 marks)**

Question 07

- a) Analyse political risk and economic risk in international business, including their definitions, influencing factors, and impacts on investment decisions. **(7 marks)**
- b) Describe the financing decisions and sources available for foreign investments. **(7 marks)**

Question 08

- a) Identify and explain the key factors that influence location decisions for production facilities in global operations. **(7 marks)**
- b) Discuss the benefits and risks of strategic alliances with global suppliers in the global supply chain. **(7 marks)**
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