



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
IN CONSTRUCTION MANAGEMENT
4TH YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: TCM 3422

COURSE TITLE: International Construction Practice and Procurement Management

EXAM VENUE:

STREAM: (TMC)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE

- a) Define the term ‘Globalization’ and explain four of its major causes (**10 Marks**)
- b) Explain the following giving examples and limitations in each case
 - i. Absolute Advantage Theory (**4 marks**)
 - ii. Competitive Advantage Theory (**4 Marks**)
- c) Differentiate between ‘Diversification’ and ‘Divestiture’ business strategies giving examples (**5 Marks**)
- d) Explain how managers use BCG Share Matrix to determine investment priorities for a company with a portfolio of products (**7 Marks**)

QUESTION TWO

Explain how managers would use Porter’s Five Forces Model in formulation of strategies as a means of business survival (**20 Marks**)

QUESTION THREE

- a) Define the term ‘strategy’ (**2 Marks**)
- b) Explain strategic options Multi- National Corporations (MNCs) use to gain competitive advantage in the market (**5 Marks**)
- c) What strategies would managers use to add value and lower production and logistical costs of products? (**5 Marks**)
- d) Differentiate between
 - i. Offensive and Defensive Competitive Strategies (**4 Marks**)
 - ii. Cross-cultural and Comparative structure of IHRM (**4 Marks**)

QUESTION FOUR

The main objective of an MNC is profit maximization and managers often face challenges of whether to make or buy products.

Required:

- (a) What is Business Outsourcing? (**2 Marks**)
- (b) State and explain circumstances when a business should:
 - i. Make Products (**8 Marks**)
 - ii. Buy Products (**6 Marks**)
- (c) Explain how MNCs use SWOT analysis as a strategic market entry tool (**4 Marks**)

QUESTION FIVE

- a) Define product factors and explain how it affects the product location decisions **(8 Marks)**
- b) Explain the Concept of Just- In- Time (JIT) and how managers use it to save on cost of production **(4 Marks)**
- c) Explain some of the Key competencies required of an international Human Resources Manager **(4 Marks)**
- d) Explain how government policies affect business competitiveness **(4 Marks)**

END
