

**JARAMOGI OGINGA ODINGA UNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2013/2014**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE  
OF MASTER OF BUSINESS ADMINISTRATION**

**(KISUMU CAMPUS EVENING)**

**MBA 850: GLOBAL STRATEGIC MANAGEMENT**

**DATE: AUGUST 2014**

**TIME: 3 HOURS**

**INSTRUCTIONS**

- 1). Attempt any 4 questions**
- 2). All questions carry equal marks**

**QUESTION 1**

- a) Examine the reasons that necessitate globalization of strategic planning (10mks)
- b) Discuss the reactive reasons that firms have for going global (5mks)

**QUESTION 2**

There are five player levels a firm may adopt as it globalizes and seeks a role in the world market place. Discuss these player levels (15mks)

**QUESTION 3**

- a) Critically examine the factors that make global business environment complex. (10mks)
- b) What are the firm specific variables that affect the choice of international market entry and operations strategy (5mks)

**QUESTION 4**

Global Organizing can take many forms. Discuss any three organizing structure available for global firms (15mks)

**QUESTION 5**

Advance a cultural framework suitable for a global business environment. Examine the elements in the framework (15mks)

**QUESTION 6**

- a) Discuss the historical development of internationalization and globalization (15mks)