THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
DEPARTMENT OF ORGANIZATIONAL STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS
LEVEL: 05
OSU5571 – INTERNATIONAL BUSINESS

FINAL EXAMINATION - 2024/2025

DURATION – THREE (03) HOURS

DATE: 08th June 2025 *TIME: 09.30 a.m. - 12.30 p.m.*

Instructions: Answer any 04 questions. All questions carry equal marks.

1. (a) Explain the concept of International Business in your own words. (08 Marks)
   (b) What are the different types of international business strategies? How do they support to expansion of global markets? (08 Mark)
   (c) What are the major modes of entry for international markets. Discuss how should businesses determine the most suitable one? (09Marks)

2. (a) What is Globalization? Briefly explain, why it is important in International Business? (08 Marks)
   (b) How does Globalization influence the competitive advantage of small and medium-sized enterprises (SMEs)? (08 Marks)
   (c) What are the major historical developments that shaped the field of international business? (09 Marks)

3. (a) "Studying environmental factors is essential for engaging an international business" Do you agree with above statement? Discuss. (08 Marks)
   (b) Explain the influence of the World Trade Organization (WTO) on global trade policies. (08 Marks)
   (c) Discuss the role of the North American Free Trade Agreement (NAFTA) in shaping International Business strategies. (09 Marks)

4. (a) "The knowledge of cultural differences can be helpful to improve the success of International Business negotiations." Explain using examples. (08 Marks)

(b) What are the potential drawbacks of a Free Trade Zone for developing nations in terms of economic dependency? Explain. (08 Marks)

(c) What is the role of Blockchain technology in supply chain management? Explain (09 Marks)

5. Provide short notes on the followings,

(a) Challenges of the Global Marketplace

(b) Market Entry Strategies

(c) Foreign Direct Investment

(d) International Human Resource Management in International Business

(e) Contemporary Issues related to International Business

(5 x 5 = 25 Marks)

(Total: 100 Marks)

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