0464

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 - 2025/2026

DURATION – THREE (03) HOURS

DATE: 28th June 2026 ***TIME: 01.30 p.m. - 04.30 p.m.***

No of Quotations: 06 ***No of Pages: 02***

Instructions:
Answer any five (05) questions.
All questions carry equal marks.

1. (a) Explain the concept of "International Business", using your own words.

(06 Marks)

(b) What are the main components of a country's International Business Environment? Briefly explain.

(07 Marks)

(c) What are the major modes of entry for international markets. Discuss how should businesses determine the most suitable one?

(07Marks)

2. (a) Discuss with suitable examples, the impact of the globalization drivers on the internationalization of business.

(06 Marks)

(b) Critically discuss the role of international trade in promoting economic growth in developing economies. Support your answer with appropriate examples

(07 Marks)

(c) "International trade is the engine of economic growth of a developing economy." Critically evaluate the above statement by deriving examples from developing economies.

(07 Marks)

3. (a) "Regional economic integration offers both benefits and challenges." Do you agree with this statement? Explain your answer with relevant examples.
(06 Marks)

(b) Briefly explain, four (04) main global business strategies and provide one suitable example for each strategy.
(07 Marks)

(c) What are the main four (04) stages of crisis management? Explain why it is important for international businesses to recognize and effectively manage each stage.
(07 Marks)

4. (a) Explain five key challenges faced by Human Resource (HR) managers in managing human resources within an international business environment.
(06 Marks)

(b) Why is it essential to consider cultural and economic factors when setting prices for international markets? Explain
(07 Marks)

(c) Discuss with examples, the impact of the Iran, U.S. and Israel conflict on global supply chain operations and international business.
(07 Marks)

5. (a) "Studying environmental factors is essential for engaging an international business" Do you agree with above statement? Discuss.
(06 Marks)

(b) Explain the influence of the World Trade Organization (WTO) on global trade policies.
(07 Marks)

(c) Discuss the role of the North American Free Trade Agreement (NAFTA) in shaping International Business strategies.
(07 Marks)

6. Provide short notes on the followings,

(a) Geopolitical Risk Management
(b) Historical Development of International Business
(c) Foreign Direct Investment
(d) Global Marketing and Global Market
(e) International Financial Management

(04 x 5 = 20 Marks)

(Total: 100 Marks)

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