Examination

STM 603 GLOBAL COMPETITIVE STRATEGY APRIL 2024

Section A

Compulsory Question

1. Uwezo Company where you work has been operating in the country of origin successfully for 22 years. During the most recent board meeting, it was decided that you lead a team to prepare a strategy for expansion globally to be presented during the next meeting scheduled to take place in 3 months' time.
   Discuss challenges associated with globalization **(10 marks).**

Section B

Answer any 3 questions

2. Companies compete to sell goods or services in the global market. Evaluate the use of innovation as a competitive strategy in the global market **(10 marks).**

3. Global investment requires that an investor takes into consideration real and anticipated risks.
   Evaluate **one** global investment strategy which would provide solutions to anticipated risks while ensuring successful global investment. **(10 marks).**

4. Entering global competition maybe a daunting task which calls for use of strategic approaches. Identify the challenges and discuss strategies of entry into international markets **(10 marks).**

5. A certain company has sought your advice about global outsourcing, a process which the company wishes to undertake in the future.
   In your advice to the company,
   a) Explain t**hree** key areas which can be outsourced (**3 marks)**
   b) Discuss key drivers and benefits of outsourcing **(7 marks).**

6. Critically examine global competitive strategy of a global business organisation
   (**10 marks).**