

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

MBAD 883: GLOBAL STRATEGIC MANAGEMENT

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: MONDAY 14/04/2025

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS

- **Answer all the questions.**
- **Marks will be awarded for clarity and originality of ideas.**
- **Do not write on the question paper.**

QUESTION ONE

Apple Inc. is a global business, operating in over 100 countries. It designs its products in the U.S., sources components from multiple countries (e.g., Japan, South Korea, and Taiwan), and assembles them in China.

- Discuss any five key managerial features of the case of Apple Inc. business model. [10 marks]
- Advice Apple Inc. on pros and cons of its product standardization. [10 marks]
- Discuss the strategic choices that would work favorably for Apple Inc. [10 marks]

QUESTION TWO

- Discuss the key aspects of multinational organization environment and their strategic implications. [10 marks]
- Discuss the importance international environmental scanning for Multinational organizations. [10 marks]

QUESTION THREE

- a) Discuss any five strategic options that multinationals would adopt for competing in foreign markets. [10 marks]
- b) Why do some global business strategies fail? [10 marks]

QUESTION FOUR

- a) Discuss any five diagnostic models of global strategy analysis and choice. [10 marks]
 - b) Discuss the best practices for implementation of competitive global strategy. [10 marks]
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