**REGULAR UNIVERSITY EXAMINATIONS**

**2021 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM463**

**COURSE TITLE: GLOBAL BUSINESS MANAGEMENT**

**DATE: AUGUST 2021 MAIN EXAM TIME: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE (COMPULSORY)** and any other **TWO** questions
2. Do not write on the question paper.

**China’s Cheetah Mobile:**

The case “China’s Cheetah Mobile: Strategy Development for a Global Business” is about China-based Cheetah Mobile’s (Cheetah) efforts to sustain itself in the global mobile app market through various strategic moves and technological adaptations. The case starts out by providing a brief history of Cheetah that started off as a PC (Personal Computer) software company, but later shifted to mobile apps, due to the growing prospects of the mobile industry. The monetization efforts of the company are also described briefly, especially its efforts in the in-app mobile advertising space. The case then delves into the reasons that prompted the company to target international markets and also documents its efforts in that regard. It mentions the various improvements made by the company in its apps to increase user engagement such as becoming a content provider, embedding the content app in its utility apps, and rolling out Artificial Intelligence (AI) technologies across most of its utility apps. The case concludes with a look at the challenges faced in the future focus areas of the company and its efforts to further monetize its business.

**QUESTION ONE**

1. Analyze the internationalization strategies adopted by cheetah that contributed to its success in the global PC market. (**10mrks)**
2. Evaluate the impact of various strategic decisions on a company’s strategic direction. **(10mrks)**
3. Examine the reasons that drive the globalization strategies of Chinese companies. **(10mrks)**

**QUESTION TWO**

1. Explain any five types of types of mergers that can be adopted in an international busines **(10mrks)**
2. Provide reasons why companies are motivated to invest their capital abroad (10mrks)

**QUESTION THREE**

1. Describe the characteristics of a multi-National Corporation firm in global business management **(10mrks**)
2. Analyze the various conflicts that exist between Multi National Corporation and Individual Country’s **(10mrks)**

**QUESTION FOUR**

1. Evaluate the international business environment as discussed in a global business management. **(10mrks)**
2. Discuss the limitations that global firms encounter while pricing their products and services  **(10mrks)**

**QUESTION FIVE**

1. Discuss the various theories of international trade and give their examples (10mrks)
2. Identify with explanation the international entry strategies adopted by international in global business management (**10mrks)**