



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

.....YEAR FIRST SEMESTER EXAMINATION FOR

Master of.....

BBA869: GLOBAL STRATEGIC MANAGEMENT

DATE:

TIME:

INSTRUCTIONS:

1. There are 5 questions in total, from which you MUST answer only 3
2. Question 1 is compulsory and carries 30 marks,
3. All other questions besides Qn. 1, carry equal marks and you can choose any 2 from the 4 provided,

QUESTION ONE (30 MARKS)

“It’s been long predicted that Globalization was a wrong global strategy that impoverished and marginalized developing countries of the world at the expense of developed Western countries and China and it will surely come to an end sooner than later. That prediction seems to have come sooner than expected and as it is, with the advent of Corona Virus, otherwise known as Covid 19, we’re now staring at the end of globalization and by extension the liberalization of developing countries. China is shut with virtually minimum industrial activities, internal travel and external travel to the outside world as countries and international airlines are looking out flights originating from China. Countries bordering China have their borders locked out for Chinese and basically, China is isolated. No exports are leaving developing countries to China and oil prices are predicted to tumble in prices as countries witness unprecedented loss of value in their stock exchanges. In earnest therefore, this must be the end of globalization.”

- a) Drawing from the above statement, it may be argued that “developing countries like Kenya are being exploited through globalization”. – Discuss. (10 marks)

- b) Would end of Globalization as argued in the above statement mark the end of Kenya's exploitation by the Western Countries and China and therefore be a good thing for Kenya?
(10 marks)
- c) If Covid 19 will not end globalization, discuss 5 cases of how it is slowing global trade and what countries like Kenya may do to cushion themselves of the impact of a slowed down global trade.
(10 marks)

QUESTION TWO (15 MARKS)

It is in Kenya's interest to be globally competitive. Discuss 5 Strategies currently being pursued by the Kenya Government to entrench itself in the global area as a competitive player. Briefly, say how well these strategies are working in Kenya.
(15 marks)

QUESTION THREE (15 MARKS)

- a) Cite five [5] reasons why Africa has lagged behind in the global Globalization Index.
(10 marks)
- b) Using two African countries you're familiar with demonstrate how they're making efforts to go global. (10 marks)

QUESTION FOUR (20 MARKS)

- a) "Part of being a global player for any given country of the world is the case developing its human capital. In the context of Kenya, therefore demonstrate how the country is developing her Human Capital in its bid to go global".
(5 marks)
- b) What challenges is Kenya facing in its efforts to develop its Human Capital and how has it overcome these challenges?
(10 marks)

QUESTION FIVE (20 MARKS)

- a) "How true is this narrative that Globalization is about Numbers and the more a country has the better it stand a chance of being global". Discuss.
(5 marks)
- b) Africa's population is predicted to hit 5 Billion by 2050. It may thus be argued that by 2050, African countries global index will have shot-up as those of Japan and Western Europe shrink with their shrinking populations". Discuss.
(10 marks)