Examination Period 3: 2016/17

BUS300317N

Module Title: Global Business Development
Level: Six
Time Allowed: Two hours

Instructions to students:
- Enter your student number not your name on all answer books.
- Answer all questions.
- All questions are equally weighted.
- Students are permitted to take one sheet of A4 paper (two sides of notes) into the examination room. All notes must be handed in at the end of the examination.

No. of Pages: 2
No. of Questions: 2
Answer all questions

You should use appropriate theory as a framework for both answers.

**Question 1**

Critically evaluate the various factors that companies should take into consideration to be engaged in FDI with a particular focus on Dunning’s OLI paradigm. Please give some empirical examples.

**Question 2**

Critically evaluate the importance of market knowledge when companies decide to internationalise their operations overseas. Please use appropriate theories to support your answer.