

**Uva Wellassa University**

**Faculty of Management**

**Bachelor of Business Management in Entrepreneurship and Management**

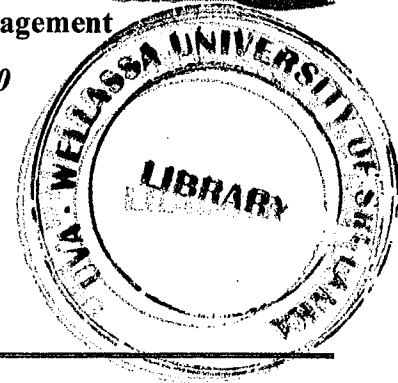
*Year 4 Semester I Examination December/ January 2009/10*

**EMG 451-1 International Entrepreneurship**

Answer all questions

Time : One Hour

Total Marks : 100 Marks



1. Read the following case and answer the questions.

Leading consumer packaged goods manufacturer Procter & Gamble (P&G) has an impressive history of successfully launching a vast array of new products. With developed world markets becoming increasingly saturated, multinational corporations have turned to emerging markets like India, China, and Mexico. Realizing the potential of consumers in the emerging markets, major Multi National Corporations are penetrating the growing low-income segments. But the dynamics and the consumer behavior in these markets are quite different from the developed markets. According to many experts, the strategies that hold well in developed markets fail in developing markets. However, P&G, with its long presence, has had tremendous success in Mexico through its product and marketing innovations.

- I. Venturing to overseas has become a common topic of the business agenda in the world. Why should firms think of going global?
- II. Why do the strategies that hold well in one market fail in other markets?
- III. How to formulate the best strategies to capture the international business opportunities?

(60 Marks)

2. "Most of the current products and services are having a global identity rather than local identities". Evaluate the statement by giving special reference to global supply chain management of international ventures.

(40 Marks)