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Centre for Open and Lifelong Learning

FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

ASSIGNMENT 1

**INTERNATIONAL BUSINESS MANAGEMENT:
ANALYSIS**

(IBM422S)



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Feedback Tutorial Letter: Assignment one, Year 2020

Course Name: International Business Management: Analysis

Course Code: IBM422D

Department: Management Science

Compiled by: Tutor

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Introduction

The assignment was designed to test how students understand the topics covered in the assignment and familiarize themselves on how questions are set up and to know there after what is expected of them and to give the tutor an overall idea on what lack in student and to identify their weakness so that a further study help can be done. It is of the above reasons why such feedback tutorial letter is so helpful to student as it provides students with the idea on how to approach questions asked in the assignment and to help student to perform better for future assessments.

Design of the questions

Questions designed in such a flexible easy, short and clearly understandable way to students and students are expected to give precise answers to each question.

Questions were set up to test students in all areas of business environment, from theory to practical scenario of business, to test if the student have study the units given on the syllabus.

Elaboration of the Questions

Question one: This question requires a student to discuss the types of Foreign Direct Investment, so here a student requires to mention the types and explain or comment on each type based on the marks allocated.

Question 2: here the student is required apply the concept of Market entry, taking in to account that there is no right or wrong to this answer. You can either enter the market on low or high scale, all that is needed is to support you answer with the advantage of your chosen option. The scenario of Hill, C (2008) who urge that is best to enter the market on a large scale does not limit you to just focus on entering on a large scale only, the examiner has just brought this scenario to test the student if he/she understand this market entry.

Question 3: Here a student required to define what strategic alliance is and explain how strategic alliance be managed.

Question 4: This question focus on the 4Ps, Marketing Mix. A student is required to mention each marketing mix element and explain each one in detail.

Problem encountered during marking

Question 1: some student has just mention the types and fail to explain in details.

Question 2; Most student here just consider to option to enter on large scale because is the one mentioned on the question, and fail to give the advantages of entering on the large scale.

Question 3: most of student just explain what strategic alliance is and fail to answer the second part of the question. Always see the marks allocated to the question.

Question 4: Some student just mention the 4Ps and fail to discuss them in details.

Recommendations

It is recommended that student need to read questions at least twice or three time to get an understanding of a question before start answering. Read thought all questions before start with answering any question. This may help you to know what answer to put at all questions as by start read a question and answering as you go, will result you give same answers to some questions or will result you misplace right answers to right question as some correct answers for the last question you may be mentioned them at the first question and time may not be with you in case of the exams or test, unlike the assignment where you may start afresh with time.

Conclusion

Always try to read question as many times as you can, to figure out exactly what is required of you, and the marks always should be your indicators on how much information needed.