



12 Pages

1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense of typing charged to the candidate.
4. Write your answers in ink.
5. Begin each answer on a fresh page. Do all rough work in the answer book and cross it through.
6. No part of this book is to be torn out; it must be handed in complete.
7. If more books than one are used, fasten them together using the tags available from the invigilator(s).
8. **Every book must be handed in. In no circumstances may answer books, used or unused, be taken out of the examination venue.**

1	Student Number	2021775
2	Title of Examination Paper	EXAM
3	Module Code	LCBB 6004
4	Date and Time of Examination	24/07/2023 10:30
5	Examination Venue	
6	Seat Number	
7	Number of Answer Books handed in	

[illegible]

MUNTEAN

PART A

- 1. D ✓
- 2. A ✓
- 3. A ✓
- 4. A ✓
- 5. B X
- 6. A ✓
- 7. B X
- 8. A X
- 9. B X
- 10. B ✓

12

PART B

②

The entry modes of international strategies are :

- exports
- franchise
- joint venture
-

- ④ Business ethics is about behaviour inside of the organization. Knowing each person and his believes, and respect them. Is about creating a good environment, understand each other, that will help the company to reach his objectives and goals. By creating a good atmosphere, everyone will collaborate in a good way and all the tasks will be accomplished.

③

Strategy methods are :

- Product development
- Market development
- Diversification
- Market Penetration