

EKSAMEN

6052

**Internasjonale forretningsforhold/
International Business**

10.05.2017

Tid/Time:	3 timer (10.00 – 13.00)
Målform/Language:	Bokmål/nynorsk/engelsk
Sidetal/Pages:	3 medrekna framside/3 pages including title page
Hjelpemiddel/Aid:	Engelsk ordbok (engelsk til aktuelt språk)/ English dictionary (from english to language of student)
Merknader/ Special remark:	4 oppgåver /4 questions. Ta nødvendige forutsetninger/Make necessary assumptions.
Vedlegg/Number of attachmenet:	1

Bokmål

Oppgave 1 (10%)

- a. Beskriv hva vi mener med globalisering.

Oppgave 2 (20)

- a. Hva er et «joint venture»?
b. Hvorfor er dette en populær måte å internasjonalisere på?

Oppgave 3 (20%)

- a. Hva er de viktigste etiske faktorer bedrifter med internasjonal virksomhet må ha et bevisst forhold til. Gi gjerne eksempler der bedrifter har håndtert situasjoner godt og dårlig.

Oppgave 4 (50%)

Case analyse (se vedlegg)

Nynorsk

Oppgåve 1 (10%)

- a. Gjer greie for kva vi meiner med globalisering.

Oppgåve 2 (20%)

- a. Kva er eit «joint venture»?
b. Kvifor er dette ein populær måte å internasjonalisere på?

Oppgåve 3 (20%)

- a. Kva er dei viktigaste etiske faktorane som bedrifter med internasjonal verksemd, må ha eit bevisst tilhøve til. Gje gjerne døme der bedrifter har handtera situasjonar godt og dårleg.

Oppgåve 4 (50%)

Case analyse (sjå vedlegg)

English

Question 1 (10%)

- a. Describe what is meant by globalization.

Question 2 (20%)

- a. What is a «joint venture»?
b. Why is this a popular way to internationalize?

Question 3 (20%)

- a. What are the most important ethical issues relevant to companies doing international business? Give examples of companies having treated situations bad or good.

Question 4 (50%)

Case analysis (see the attachment)

CALL CENTRES IN SCOTLAND

Read the 'Call Centres in Scotland' case study below (Sources: Scottish Trades Union Congress (2004); Bain and Taylor (2008))

Analyze the case using the materials and theories from the course "International business". Discuss the advantages and disadvantages to organizations that fragment their organization, locating call-centers in foreign countries. Find the solution for the future of Call Centers in Scotland. You can make a scenario, describing the future of call centers or another form to show the future development of call centres in Scotland.

In 2002, the Hong Kong and Shanghai Banking Corporation (HSBC) announced it was migrating 4,500 UK jobs to India and Malaysia, and Prudential Assurance stated that it was opening a call centre in Mumbai and closing its UK centre. Other organisations soon followed including Aviva, Lloyds-TSB, Barclays, British Telecom (BT), National Rail Enquiries Service (NRES) and Reality (Bain and Taylor 2008).

Phil Taylor and Peter Bain's report "Call Centres in Scotland and Outsourced Competition from India" was published in November 2003. The authors of the case present a comprehensive analysis of the Scottish and Indian call centre industries and the factors which facilitate or inhibit the transfer of Scottish jobs.

In their report they suggest Call Centres are vitally important to Scotland's economy. At the time there were around 300 call centres in Scotland employing approximately 60,000 people, one in 43 (2.3%) of the working population.

The main factor driving offshoring was the prospect of overall cost savings of 40–60 per cent realised through India's country advantages, principally its low-cost, English-speaking, graduate workforce. Indian call centre employment grew rapidly and by June 2003 was estimated at 75,000–115,000 with around 20,000 facing the UK. However, offshoring has not proved universally unproblematic and research has identified that companies have experienced, to varying degrees, difficulties in respect of service quality, linguistic capability and cultural empathy (Bain and Taylor 2008).

Despite the benefits there have been reported difficulties in converting the English speaking resource into an actual ability to interact with customers for whom English is their mother tongue. Problems have also been reported with Infrastructure - Power cuts are common. Furthermore, the backup supplies, though apparently successful, have considerably increased infrastructure costs. Transporting employees to work presents huge logistical challenges for employers. Other companies have been charged with failing to treat Indian workers equitably. Data protection is problematic due to the laws in India. Those companies, who have publicly declared their intention not to offshore UK jobs, have been driven at least in part by their wish not to antagonise their customers. The Scottish Trades Union Congress (STUC) identify strategies aimed at sustaining and improving call centre jobs in Scotland; they believe Scotland's call centres must invest in new technologies to maintain their competitive advantage.