



**Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.05
4th Trimester Examination**

(Held in August, 2020)

MSM 6432 – Globalizing of Services

Instructions to the Candidates

- (1) This paper consists seven (07) questions and two (02) pages.
- (2) Answer five (05) questions in total selecting any three questions from Part II.
- (3) Use separate answer books for Part I & Part II. Write on the top of the answer book whether it is Part I or Part II. Tie up Part I & Part II separately.
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

Part I

01. i. Briefly explain what is meant by globalization. (05 marks)
- ii. It is evident that services are globalizing very rapidly. Discuss the drivers for globalizing service and impact of globalization of service for service industry. (15 marks)
- (Total 20 marks)
02. Globalization provides a wealth of opportunities as well as poses challenges for the service industry. Discuss this statement with examples.

(Total 20 marks)

Part II

03. i. What is the role of international organizations like World Bank, World Trade Organization, International Monetary Fund when it comes to globalizing services? (10 marks)
- ii. What are the benefits of Trade Liberalization in globalizing services? (10 marks)
- (Total 20 marks)
04. i. Explain the disadvantages of international trade and discuss how protectionism could control the identified disadvantages. (10 marks)
- ii. Many people believe that exports create jobs and imports cost jobs, and therefore it makes sense to have barriers against imports. Explain this statement in detail.

(10 marks)
(Total 20 marks)

05.

- i. What are the factors that required to be considered when it comes to global market opportunity assessment?

(10 marks)

- ii. How do you assess your organizational readiness to globalizing your services?

(10 marks)

(Total 20 marks)

06.

- i. If you were asked to develop a strategy to globalize your organizational services to an identified international market, what key factors would you consider when developing strategy in globalizing your services.

(10 marks)

- ii. Discuss in detail the impact of Information & Communication Technology in marketing your services overseas consisting highly competitive global players.

(10 marks)

(Total 20 marks)

07.

- i. Explain what innovative steps you can take when you move to global markets.

(10 marks)

- ii. Explain the challenges of globalization in detail and how to overcome these challenges to create a successful international business organization.

(10 marks)

(Total 20 marks)
