



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4TH YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: ABA 420

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM VENUE:

STREAM: (BBA FINANCE)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

1. Illustrate with examples, how MNC enter a new market by 'green fields' investment method and by 'grey field investment.
Name and explain 4 benefits & 3 disadvantages brought about by MNC to a host involving.
2. Elaborate on the importance & China as a major trading partner on Kenya & indicate which areas of trading its can Kenya & China ill borate (25 Marks)
3. Discuss two factors & two political factors in Kenya that are likely to influence the current & immediate future developments of international business.
4. Select any one typical management function & clearly explain the challenges involved in performing it by a global firm.
 - (a) What is international muting
 - (b) Discuss five factors relevant to international marketing
 - (c) Explain at least 6 methods which a firm can use to enter international market.
5. Explain five importance of international trade
6. Explain the political rises an international firm may face and suggest some possible ways to minimize them.
7. Briefly explain the international trade theories.
 - (a) Theory of absolute advantage
 - (b) Factor proportion theory
 - (c) The theory of comparative advantage.
8.
 - (a) Is globalization of business the same as internationalization of business
 - (b) Over the last few months KCB Ltd and Equity Bank Ltd expanded their operations in the Eastern Africa region. Explain the possible prices responsible for the observed phenomena and point out reasons behind the banks moves.
9. Explain any 4 structures adopted by firms in IB and highlight merits and demerits oeach
10. Explain 4 modes of foreign market economy and highlight merits & demerits of each.
11. Discuss 9 cultural dimensions & highlight how they affect international business.
12. Explain characteristics of a global firm and indicate the major external & global firms.

13. Distinguish between IB and domestic business clearly explaining a Kenyan firms would find it necessary to engage in IB.