



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS & ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE BACHELOR OF LOGISTICS &  
SUPPLY CHAIN MANAGEMENT**

**4<sup>TH</sup> YEAR 1<sup>ST</sup> SEMESTER 2022/2023 ACADEMIC YEAR**

**MAIN CAMPUS**

**COURSE CODE: BAB 1419**

**COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT EXAM  
VENUE:**

**DATE: 06/12/2022**

**EXAM SESSION: 15.00-17.00PM**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

- i. **Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- ii. **Candidates are advised not to write on the question paper.**
- iii. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

## QUESTION ONE

- a) Briefly explain six reasons why business firms go international (6 marks)
- b) As an international business manager, identify and describe four major issues you would consider under the Technological environment. (4 marks)
- c) Using relevant examples, explain five major contributions of International business to the Kenyan economy (5 marks)
- d) The cultural impact on international business management is reflected by basic beliefs and behaviours. Identify and explain five specific examples where the culture of a society can directly affect international business management approaches. (10 marks)
- e) By use of examples describe five distinct features of International Business (5 marks)

## QUESTION TWO

- a) Discuss the Tariff and Non-Tariff barriers in International Business (10 marks)
- b) Discuss four components of International Business environment that a firm needs to consider when it engages in international business (10 marks)

## QUESTION THREE

- a) Discuss the role of the International institutions in International Business with special reference to the World Bank and the United Nations (10 marks)
- b) Describe three major theories of International business (6 marks)
- c) Describe two positive impacts of Covid-19 in International Business (4 marks)

## QUESTION FOUR

- a) Discuss Globalization with special reference to International Business (10 marks)
- b) Your local business dealing with fresh farm products is doing so well and you are considering opening outlets outside the Country. Briefly explain five modes of entry you would use in this venture (10 marks)

## QUESTION FIVE

- a) Discuss the role of Licensing in relation to International Business. (10 marks)
- b) As the C.E O of a reputable international firm, describe five different ways you would use while dealing with cross cultural conflicts in your organization (10 marks)