

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

**SCHOOL OF BUSINESS**

**2014/2015 EXAMS (AUGUST)**

**KLC**

**ABA 408/ABA 422: INTERNATIONAL BUSINESS MANAGEMENT**

**YEAR 4 SEMESTER 1**

**TIME: 2 HOURS**

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 of each
  10. Explain 4 modes of foreign market entry 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 firm would find it necessary to engage in IB.