



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
4TH YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR
MAIN / KISUMU CAMPUS

COURSE CODE: BBM 3412

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM VENUE:

STREAM: (BLSM)

DATE: 24/4/19

EXAM SESSION: 3.00 – 5.00PM

TIME: 2 HOURS

Instructions:

1. Answer Question ONE (COMPULSORY) 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.

QUESTION ONE

- a. What are the barriers to international trade? List and explain all the types of barriers to international trade. (10Marks)
- b. International business focuses on the resources of the globe and objectives of the organisations on global business opportunities and threats. Discuss the nature/ features of international business (10Marks)
- c. Explain the **FIVE** strategies for entry into a foreign market (10 Marks)

QUESTION TWO

- a. “The whole universe is a potential market for your products”. Discuss the various market entry strategies that need to be evolved to exploit this potential. (10 Marks)
- b. Globalization has both advantages and disadvantages. Highlight some disadvantages. (10 Marks)

QUESTION THREE

All managers conducting business outside their home countries must carefully study the government structure in the target countries and analyze the salient issues arising from the political environment.

- a. Define political risk and explain why its analysis is of utmost importance to firms operating in a foreign market. (12 marks)
- b. Describe the legal aspects governing international business clearly outlining their implications across borders. (8 marks)

QUESTION FOUR

- a. International and regional bodies play a role in business, what are the main functions of IMF to member countries? (10 Marks)
- b. The reasons for entering overseas markets can be categorized into “push” and “pull” factors: explain any three push and two pull factors. (10 Marks)

QUESTION FIVE

- a. International trade and policy contains a number of reasons why a country may have an advantage in exporting a commodity to another country. Discuss any four of these reasons. (10 Marks)
- b. Discuss the objectives of world trade organization. (10 Marks)

JOOUST OBSERVES ZERO TOLERANCE TO EXAMS CHEATING