



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACHELOR OF LOGISTICS AND SUPPLY**  
**CHAIN MANAGEMENT**  
**4<sup>th</sup> YEAR 1<sup>st</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BBM 3412**

**COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT**

**EXAM VENUE:**

**DATE:**

**EXAM SESSION:**

**DURATION: 2 HOURS**

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**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show all your workings.**
- 3. Candidates are advised not to write on the question paper**

## SECTION A

### Question 1

a) Discuss various Characteristics of Culture for International Business.

(10 marks)

b) International business goes through different approaches to achieve its mandates. Discuss Relevant approaches and give their objectives

(8marks)

c) Discuss how policies and institutions for natural resources management can be made flexible and responsive to changing economic, social and environmental conditions

(8 marks)

d) Elucidate the concept, the types, measure and methods of dealing of /with political risk that might affect business in general

(4 marks)

### Question 2

a) Highlights the impact of laws in international business

(8 marks)

b) Explain why some countries are less inclined to protect intellectual property rights (IPRS)

(6 marks)

c) Discuss the major differences between Domestic Business and International Business

(6 marks)

### Question 3

- a) Write any four features of mixed economic system  
(8marks)
- b) Describe briefly the main channels of distribution used in export markets. Which one you recommend for the product of a small manufacture and why  
(8 marks)
- c) Discuss various components of culture  
(6 marks)

### Question 4

- a) There is a favorable impact of foreign direct investment on development on country. Explain any four of such impact  
(8marks)
- b) Explain two misconceptions about culture.  
(6 marks)
- c) Briefly explain the export procedure and documentation involved in foreign trade(8 marks)

### Question 5

- a) Discuss the following types of legal system( 4 marks)
  - I. codified Legal System

## II. Theocratic

- b) Explain the internal techniques to manage forex exposure( 6 marks)
- c) Discuss five ways on how Transaction risks can be hedged using financial products( 10 marks)