

TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

ORDINARY EXAMINATIONS

BBA/BCOM EXAMS

UNIT CODE: BMG 4402: **INTERNATIONAL BUSINESS MANAGEMENT**

SERIES: MAY 2016

TIME: 2 HOURS

INSTRUCTIONS

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **THREE** questions

1. a) Highlight five important strategic areas that a firm requires to familiarize with in order to understand the global business phenomena [10 Marks]
- b) Explain five limitations of Absolute and comparative Advantage Theory [10 Marks]
- c) Globalization appears to be preceeding despite protests. Each Nation is ranked certain (14) variables that fall into four (4) categories Discuss these four categories [10 Marks]

QUESTION TWO

- a) The Bretton woods conference established two International monetary institutions, that is the International Monetary Fund (IMF) and International Bank for Reconstruction and Development (IBRD) i.e. World Bank. List six (6) functions of IMF [12 Marks]
- b) Highlight four factors that have been frequently cited by firms as their major reasons for engaging in Foreign Direct Investment [8 Marks]

QUESTION THREE

- a) Discuss the two criteria which should be considered in choosing foreign market entry strategies [10 Marks]
- b) Using relevant examples differentiate between Euro Bonds and Foreign Bonds [10 Marks]

QUESTION FOUR

International Marketing decision is a multi-step process. There are at least five major decision areas of International marketing. Write short notes on each of these areas [20 Marks]

QUESTION FIVE

- a) Define the Concept of Multinationals [2 Marks]
- b) Explain four impacts of MultinationalEnterprises (MNE) on host countries [8 Marks]
- c) Integration between countries is an important feature of the International business environment. Discuss any five forms or levels of integration between countries (10 Marks]