



# TECHNICAL UNIVERSITY OF MOMBASA

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DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY SPECIAL/ SUPPLEMENTARY EXAMINATION

**FOR:**

BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR  
OF COMMERCE

BMG 4305: INTERNATIONAL BUSINESS MANAGEMENT  
END OF SEMESTER EXAMINATION

**SERIES:** DECEMBER 2016

**TIME:** 2HOURS

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question One**

a) The main objective of the Common Market for Eastern and Southern Africa (COMESA) is to create a fully integrated regional economic community where there is freedom of movement. Highlight five objectives of COMESA. (10mks)

b) Discuss the role of International Business in the modern economy (5 marks)

c) Using examples explain THREE theories of international Business (15marks)

## **Question Two**

- a) Write short notes on the five principal forms of integration between countries (10mks)
- b) Discuss the principles of World Trade Organization in international business (10 marks)

## **Question Three**

- a) With reference to the East African Community, discuss the benefits Kenya enjoys for being a member state. (10 marks)
- b) Highlight the challenges that face international business in the 21<sup>st</sup> century.(10mks)

## **Question Four**

The workings of General Agreements of Tariff and Trade (GATT) are based on five underlying principles which form the basis for almost all of its rules. Highlight those five principles (10mks)

- b) Highlight the specific achievements of the Uruguay round agreements which started taking effect since 1995 (10mks)

## **Question Five**

Organisations that contemplate operating in foreign market(s), have to decide the extent to which they will adapt the product and marketing mix to local environments. The available strategies are numerous, since each one of the 4ps (product, price, promotion and place) may or may not be adapted. Using only product and marketing communication (promotion) distinguish the five strategies (20mks)

