



TECHNICAL UNIVERSITY OF MOMBASA

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY ORDINARY 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.

Question one

- a) When planning to go abroad, an international Marketer must make FIVE major decisions. Critically discuss these decisions using appropriate examples (10 marks)
- b) The treaty establishing COMESA sets out rules of origin which contain criteria to enable the authorities in member states to determine which goods qualify as originating in any of the member states. Highlight the five-fold criteria(10mks)
- c) Discuss the challenges facing growth of EAC Customs Union as a strong economic integration (10marks)

Question Two

a) A tariff is a tax on imports. Highlight five Non-tariff Barriers that are applicable to investors in the Kenyan market(10mks)

b) As an international business person, explain the factors you should consider when assessing the political perspectives of a nation that you intend to consider for business ventures(10mks)

Question Three

a) Foreign investment is of two types such as Foreign Direct Investment (FDI) and Portfolio Investment (PI). Discuss the four types of Portfolio investment(10mks)

b) Highlight four advantages of Foreign Direct investment(FDI)(10mks)

Question Four

a) Write short notes on seven types of Euro Bonds (14mks)

b) Forming a joint venture might be necessary or desirable for economic or political Reasons. List three such reasons (6mks)

Question five

a) Discuss the new developments that have justified the globalization of MNEs' operations in various countries (10mks)

c) Highlight five benefits of an economic integration(10mks)