



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMG 4402: INTERNATIONAL BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: AUGUST 2019

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) Explain some current developments that have resulted from the globalization of MNEs' operations (10mks)
- (b) Write short notes on any one theory of International Business (10mks)
- (c) Highlight the complex relationships between, MNEs and their host governments. Discuss (10mks)

QUESTION TWO.

- (a) Explain the benefits that would accrue to a company through participating in a Foreign Direct Investment (FDI) (10mks)
- (b) Discuss five instruments that are traded in the New York Stock Exchanges (10mks)

QUESTION THREE

(a) Highlight five steps that are taken before issuance of a foreign bond or a Euro bond.

(10mks)

(b) Highlight five Non- tariff barriers are used by Governments to restrict inputs (10mks)

QUESTION FOUR

(a) Explain the reasons why each of the following Bretton Woods Institutions were established

(b) The International Development Association (IDA)(10mks)

The World Bank (10mks)

QUESTION FIVE

a) Discuss five approaches that can be used by multinationals to enter foreign markets. (10 marks)

b) Explain the concept of competitive advantage as used in international business management (10 marks)