



# TECHNICAL UNIVERSITY OF MOMBASA

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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: 2HOURS**

**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.**

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## **QUESTION ONE**

- a) In order to understand the global business phenomena there are important strategic areas that a firm requires to familiarize with. Highlight five such areas. [10 Marks]
- b) Explain five limitations of Absolute Advantage Theory [10 Marks]
- c) Explain the four categories of globalization [10 Marks]

## **QUESTION TWO**

- a) The Bretton woods conference established the International Monetary Fund (IMF). List six (6) functions of IMF [12 Marks]
- b) Explain four reasons as to why firms engage in Foreign Direct Investment [8 Marks]

### **QUESTION THREE**

- a) When choosing foreign market entry strategies organizations normally use a criteria. Discuss the two broad classifications of these criteria [10 Marks]
- b) In the recent past the Kenya Government launched the Euro Bonds. Differentiate this bond from a Foreign Bond [10 Marks]

### **QUESTION FOUR**

There are at least five major decision areas of International marketing. Write short notes on each of these areas[20 Marks]

### **QUESTION FIVE**

- a) Write short notes on multinationals. [2 Marks]
- b) High the impacts of Multinational Enterprises (MNE) on host countries [ 8 Marks]
- c) Discuss any five forms or levels of integration between countries [10 Marks]