TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

ORDINARY UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BMG 4402: INTERNATIONAL BUSINESS MANAGEMENT

SERIES: DECEMBERPickyear2024

TIME:2HOURS

DATE: Pick DateDec2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass, and student ID

This paper consists of five questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Dal, a manufacturing company located in Country X, specializes in construction and turnkey project work. It has established itself as a leader in its field, competing both locally and internationally. The company collaborates with a global partner in Country Z and enjoys both domestic and international contracts in areas like civil construction, mechanical engineering, electronics, gas and water pipelines, and structural work for thermal power plants. Its success is supported by a team of skilled and motivated employees, many with 20 to 30 years of experience, alongside new talent to bolster its workforce. Dal maintains close ties with potential new project tenders, with a marketing strategy emphasizing a strong performance history, executive networks, and diligent pursuit of both national and global tenders. Their tenders are regularly considered, thanks to the company's proven expertise, and they periodically advertise in business magazines.

Use the case study to answer the following questions:

a) Analyse the approach Dal uses to expand into the international market, highlighting the benefits and drawbacks of this approach. (10 marks)

b) Identify key factors Dal should focus on when creating advertisements for the countries where it operates. (10 marks)

c) Describe the factors Dal prioritizes to maintain a competitive edge in the market. (10 marks)

Question TWO

a) Developing countries face specific challenges that create both obstacles and opportunities for international businesses. Describe some of these challenges. (8 marks)

b) Outline six methods businesses can use to enter international markets. (12 marks)

Question THREE

a) When engaging in international business, companies have a variety of financing techniques available. Examine these financing options. (10 marks)

b) The macro-environment is essential to consider when an organization plans to enter international markets. Describe the components of the international macro-environment. (10 marks)

Question FOUR

a) Discuss the importance of social responsibility for an international business in its operations. (10 marks)

b) Outline various theories of international business and their relevance to international business practices. (10 marks)

Question FIVE

a) Several factors can influence a business's decision to expand internationally. Identify some of these driving factors. (10 marks)

b) Explain five core principles of the WTO trading system and discuss how Kenya might benefit from these principles if it expands globally. (10 marks)