# TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

## SPECIAL/SUPPLEMENTRY UNIVERSITY EXAMINATION

## FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BMG 4402: INTERNATIONAL BUSINESS MANAGEMENT

**SERIES:** AUGUST Pickyear 2025

**TIME:** 2HOURS

**DATE:** Pick Date Aug2025

**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.**

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**Question One (30 Marks)**

Your family has a long tradition of weaving, a business now managed by your father, who believes the local market is saturated and that expansion is necessary to avoid decline. You recently completed secondary school and have been accepted into a government-sponsored criminology program at a state university. However, you feel studying International Business on a self-sponsored basis would better equip you to help expand the family business.

a) You need to:

i. Convince your father why studying International Business is essential, so he agrees to finance your studies. (6 marks)

ii. Explain the advantages of international business to him. (6 marks)

iii. Describe the steps you would take to select a foreign market for the weaving business expansion. (12 marks)

b) Outline the main factors that drive businesses to go international. (6 marks)

**Question Two (20 Marks)**

a) While foreign investors are encouraged to invest in Kenya, they encounter significant challenges that may deter them. Describe five of these challenges. (10 marks)

b) Explain how international companies use the international marketing mix to achieve competitive advantages in global markets. (10 marks)

**Question Three (20 Marks)**

a) International business often plays a key role in transferring technology between countries. Describe this role. (10 marks)

b) Discuss the main orientations or approaches that international firms may adopt towards foreign markets. (10 marks)

**Question Four (20 Marks)**

a) Using examples, explain how regional trading blocs impact international trade. (10 marks)

b) Cultural factors significantly affect how businesses enter international markets. Identify and explain some key cultural considerations in international business management. (10 marks)

**Question Five (20 Marks)**

a) List five ways international firms benefit local markets. (10 marks)

b) Discuss the role of the World Trade Organization (WTO) in supporting international trade. (10 marks)