



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMG 4338: INTERNATIONAL BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 2013

TIME: 2 HOURS

INSTRUCTIONS:

– Answer Question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

‘Foreign market selection should be done in such a way that ensures for a best match between the firm and selected foreign market, Also foreign markets selection can be done with the help of certain tools or models’.

Explain the following major foreign market selection models’.

- | | |
|-------------------------------------|----------|
| a) BCG Growth share market | (8marks) |
| b) The ROI model | (7marks) |
| c) The competitive advantages model | (8marks) |
| d) The General Election model. | (7marks) |

QUESTION 2

‘To survive or prosper in the global business environment a firm must be skillful in how it applies its strategies to compete globally’. Evaluate the following major strategies for creating competitive advantages in the global market place.

- a) Worldwide Integration strategy (5marks)
- b) National responsiveness strategy (5marks)
- c) Administrative coordination strategy. (5marks)
- d) Protected niche or shelter strategy (5marks)

QUESTION 3

The global environmental variable is very important and needs to be understood before any consideration are made in global management.” Explain the socio-cultural factors that can facilitate or hinder international business operations.

(20marks)

QUESTION 4

‘Research shows that a firm’s foreign market entry strategy is directly related to the firm’s performance’. Discuss the modes that a firm can use to enter and operate in foreign markets.

(20marks)

QUESTION 5

Explain the relevance of the following theories of international business to the world trade today.

- a) Product life cycle (10marks)
- b) Theory of international investment (10marks)