



# **MACHAKOS UNIVERSITY**

**University Examinations for 2018/2019 Academic Year**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR**

**BACHELOR OF COMMERCE**

**BBA 402: INTERNATIONAL BUSINESS MANAGEMENT AND OPERATION**

**DATE:**

**TIME:**

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## **INSTRUCTIONS**

Answer Question One and Any Other Two Questions

### **QUESTION ONE (30 MARKS)**

- a) International business is beneficial to both the firm and to the nation. Explain the importance of international business to the firm. (5 marks)
- b) Identify five differences between centralized and decentralized structures of an International Business. (5 marks)
- c) Explain four components in a firm's intermediate environment showing the firm can influence the activities of each component (8 marks)
- d) Outline the roles of World Trade Organization in International Business management. (4 marks)
- e) Explain four differences between international trade and domestic trade. (8 marks)

### **QUESTION TWO (20 MARKS)**

- a) Explain four advantages that a firm would enjoy by being a Multinational Corporation (10 marks)
- b) Explain six problems faced by developing countries in foreign trade (10 marks)

### **QUESTION THREE (20 MARKS)**

- a) International businesses are often faced by various problems. Clearly explain five such problems on how they can be mitigated. (10 marks)
- b) Explain five methods used in technology transfer. (10 marks)

#### **QUESTION FOUR (20 MARKS)**

- a) Describe six modes through which a firm may choose to enter into a foreign market. (12 marks)
- b) Explain four main ideologies of New International Economic Order. (8 marks)

#### **QUESTION FIVE (20 MARKS)**

- a) Explain five advantages enjoyed by developing countries in international trade. (10 marks)
- b) Describe five features of e-commerce technology. (10 marks)