



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 ORGANIZATION

DATE: 2/5/2019

TIME: 8.30-10.30 AM

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 how 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 and 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 elements of New International Economic Order through which it called for reforms in technology transfer. (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)