MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

……YEAR ……….. SEMESTER EXAMINATION FOR DEGREE IN

BACHELOR OF COMMERCE

BBA 402: MANAGEMENT OF INTERNATIONAL BUSINESS AND ORGANIZATIONS

DATE: . **TIME: .**

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

1. (a) Explain five reasons why different countries find it necessary to trade with each other. (5 marks)

(b) As far as Management of International Business and Organization is concerned, explain the implications of the terms "unfavourable Balance of Payments and favourable Balance of Payment" (5 marks)

(c) Explain with examples the meaning of the term "global outsourcing." (5 marks)

(d) Outline some economic factors that may impact heavily on International business. (5 marks)

(e) In order to manage and organize an International business any leader will require certain skills. Outline at least five such skills. (5 marks)

(f) Outline the challenges that an organization's management may face in trying to ensure effective employee performance management. (5 marks)

2. (a) Explain the difference between Multinational firms and Host nations. (10 marks)

(b) Outline the challenges that an International business organization is likely to face when carrying out recruitment. (10 marks)

3. (a) Explain the difference between Performance management and Performance Appraisal. (10 marks)

   (b) Outline some of the external environmental factors that can negatively affect trade among different countries. (10 marks)

4. (a) Explain with examples, the meaning of the terms e-commerce and Exchange Rate Policies. (10 marks)

   (b) Outline the benefits of the e-commerce as far as management of international business and organization is concerned. (10 marks)

5. (a) Explain with examples the term Competitive advantage. (4 marks)

   (b) As an organization, you must constantly strive to enjoy competitive advantage to realize a profit. This means as an organization you must strive to stay ahead in many areas. Outline those areas. (16 marks)