PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

SEPTEMBER-DECEMBER 2020

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BCOM308/BUS4012

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM DATE:

QUESTION ONE (COMPULSORY) 10 MARKS

In a business firm having international operations which you are familiar with, present the basic profile of the firm and explain:

i. Its product related decisions in international marketing (4 Marks)
ii. Promotional measures in international operations (3 Marks)
iii. Pricing issues faced by the firm in international marketing (3 Marks)

QUESTION TWO 10 MARKS

a) Using examples explain how a country's political system can influence how foreign firms conduct business in that country. (5 Marks)
b) Explain five factors that cause globalization of business. (5 Marks)

QUESTION THREE 10 MARKS

Explain the following challenges faced by international businesses:

a) International company structure (2 marks)
b) Foreign laws and regulations (2 marks)
c) International tax (2 marks)
d) Cost calculation and global pricing (2 marks)
e) Universal payment methods (2 marks)

QUESTION FOUR 10 MARKS

Explain the four macro-environmental factors that affect international business using suitable examples. (10 Marks)

QUESTION FIVE 10 MARKS

Explain the management of the following risks faced by International companies giving examples:

a) Political risk (5 marks)
b) Economic risk (5 marks)

QUESTION SIX 10 MARKS

a) Illustrate with two examples how trade blocks function. (4 Marks)

b) Discuss the following as they relate to international business and how they enhance international business:

   i. World Trade Organizations (WTO) (3 Marks)

   ii. International Monetary Fund (IMF) (3 Marks)