PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS LEADERSHIP

BACHELOR OF COMMERCE

MAY-AUGUST 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BCM308|BUS4012

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM DATE: FRIDAY 9th AUGUST 2019

DURATION: 3 HOURS

TIME: 5:00PM-8:00PM

MODE: ONLINE

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **Answer question ONE and any other THREE questions**
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE COMPULSORY {10 MARKS}

1. WTO stands for
A. World Trade organization
B. World Trade Association
C. World Tourism Organization
D. Wild Trade Organization

2. NAFTA is an example of
A. Common Market
B. Customers union
C. Economic Community
D. Free trade Area

3. Identify a factor that doesn't play an important role in attracting FDI
A. Laws, rules and regulations, procedures and efficiency
B. Cost of resources
C. Infrastructure related factors
D. Language

4. Typically the last step in the internationalization process is:
A. Licensing
B. Exporting
C. Wholly owned subsidiaries
D. Foreign Direct Investment

5. Which is the right sequence of a stages of Internationalization
A. Domestic, Global, International, Multinational
B. Domestic, International, Multinational, Global
C. Domestic, Multinational, International, Global
D. Domestic, International, Global, Multinational

6. The country that attract the largest FDI inflow is
A. Unites States of America
B. India
C. China
D. Chile

7. Key controllable factors in global marketing are
A. Government policy and legislation
B. Marketing activities and plans
C. Social and technical changes
D. All of the above

8. Which one is the source of external finance?

A. WTO funds
B. World bank group
C. Export credit
D. Foreign direct investment

9. Globalization refers to
A. Lower incomes world wide
B. A more integrated and interdependent world
C. Global warming and their effects
D. Less foreign trade and investment

10. The main objective of International Monetary Fund (IMF) was to
A. Promote international trade
B. Maintain stable exchange rate
C. Promote international liquidity
D. Help economically backward countries

SECTION B: ANSWER THREE QUESTIONS {10 MARKS EACH}

QUESTION TWO

a) Identify **two** types of risks you would face in your international business **(2mks)**

b) Outline **four** basic Labor Issues in International business **(4mks)**

c) Discuss **two** objectives of Common Market for Eastern and Southern Africa (COMESA) **(4mks)**

QUESTION THREE

a) Outline **two** reasons why business men offer bribes in international business (**2mks**)

b) Explain **two** roles of Multinational Corporations (MNC's) in developing countries (**4mks)**

c) Discuss **two** functions of the World Bank (**4mk**s)

QUESTION FOUR

a) Identify **four** problems faced in the East Africa Community integration efforts (**4mks**)

b) Joel was planning to expand his business to West Africa and he settled on Senegal. Explain **three** factors he considered which informed his final decision **(6mks)**

QUESTION FIVE

a) Outline **two** elements of globalization **(2mks)**

b) Explain **two** objectives of a responsible Company **(4mks**

c) Discuss **two** reasons behind the formation of the International Chamber of Commerce **(4mks)**

QUESTION SIX

a) Outline **two** moral obligations of international firms **(2mks)**

b) Discuss **two** advantages of being members of trading blocs **(4mks)**

c) Explain **two** teething issues you may face in your international business engagement (**4mks**)