**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELORS OF BUSINESS LEADERSHIP**

**BACHELOR OF COMMERCE**

**JANUARY-APRIL 2017**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS**

**COURSE CODE: BCM308|BUS4012**

**COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT**

**EXAM DATE: WEDNESDAY 5th APRIL 2017**

**TIME: 5.30PM-8.30PM**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Write your student number on the answer sheet provided.
- Answer FIVE questions out of the SIX Provided
- Question ONE is Compulsory

**SECTION A: 40 MARKS**

**QUESTION ONE**

**a)** i) What is your understanding of the concept of International Business **( 2mks)**

ii) Discuss **FIVE** challenges facing Multinational Companies in their plans to engage in international business operations **(10mks)**

b. State **FOUR** elements of globalization **(4mks)**

c. Describe **THREE** roles of Multinational Corporations (MNC's) in developing countries **(6mks)**

d. Explain **THREE** reasons why business men offer bribes in international business **(6mks)**

e. Highlight **FOUR** objectives of General Agreement on Tariffs and Trade **(4mks)**

f. Examine **FOUR** functions of the export credit insurance **(8mks)**

**SECTION B: 60 MARKS; ANSWER THREE QUESTIONS**

**QUESTION TWO**

a. Discuss **TWO** functions of the World Bank **(4mks)**

b. Explain the primary objectives of a responsible Company **(8mks)**

c. Highlight **THREE** moral obligation of international firms **(3mks)**

**QUESTION THREE**

a. Define the term Grey market **(2mks)**

b. Mention **THREE** issues of concern while carrying on International Business **(3mks)**

c. Explain the reasons why companies become Multinational Corporations **(10mks)**

**QUESTION FOUR**

a. Discuss the main functions of World Trade Organization **(10mks)**

b. Name **TWO** International Financial markets **(2mks)**

c. State **THREE** International economic indicators **(3mks)**

**QUESTION FIVE**

a. Explain **THREE** advantages of being members of trading blocs **(6mks)**

b. Describe the reasons behind the formation of the International Chamber of Commerce **(6mks)**

c. State **THREE** forms of economic integration **(3mks)**

**QUESTION SIX**

a. Describe **THREE** factors that an organization would consider when deciding whether to do business in a particular country **(6mks)**

b. Explain the significance of Economic Integration to International Markets **(6mks)**

c. Mention **THREE** basic Labor Issues in International business **(3kms)**