PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS LEADERSHIP

BACHELOR OF COMMERCE

JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUS4012|BCM308

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM DATE: TUESDAY 16th APRIL 2019

DURATION: 3 HOURS

TIME: 5:00PM-8:00PM

MODE: ONLINE

INSTRUCTIONS

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

Question One (10 Marks)

a. Define international business. (2 marks)

b. Explain **two** reasons why a company would want to engage in international business.(4 marks)

c. Describe **two** features of International Business. (4 marks)

Question Two (10 marks)

a. With a relevant example in each case, give **two** features of globalization. (2 Marks)
b. Explain the following dimensions of globalization:
   i. Political (2 Marks)
   ii. Ecological (2 Marks)
   iii. Cultural (2 marks)
   iv. Environmental (2 marks)

Question Three (10 Marks)

"The various components of the international marketing environment are the major determinants of marketing opportunities. As such, it is the responsibility of an international firm to have clear grasp of international marketing environment to formulate effective marketing decisions regarding Marketing Mix variables."

Discuss **five** elements of international Marketing environment. (10 marks)

Question four (10 marks)

a. Describe the term regional trade bloc. (2 marks)
b. Explain the following types of trade blocs:
   i. Free trade area (2 marks)
   ii. Customs Union (2 marks)
   iii. Common Market (2 marks)
   iv. Economic union (2marks)

Question five (10 Marks)

With an example in each case, explain the following risks faced by International companies.

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

Question six (10 marks)

Explain the following challenges faced by international businesses:

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