



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BCM 308

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

EXAM DATE: WEDNESDAY

TIME: 11AM

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
- Answer Question one and ANY three Questions.
 - Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE

- a) Explain any two benefits of engaging in international business (4marks)
- b) “Managing an international business is different than managing a domestic business”
Discuss any three points (6marks)

QUESTION TWO

Using relevant examples, describe any:

- a) Two external international business environmental factors (4marks)
- b) Three internal international business environmental factors (6marks)

QUESTION THREE

- a) Identify any two multinational companies operating in Kenya (2marks)
- b) Using relevant examples, describe any four characteristics of the multinational companies identified in part (a) (8marks)

QUESTION FOUR

- a) Define the term ‘International business strategy’ (2marks)
- b) Discuss the four international business strategies applied by multinational companies (8marks)

QUESTION FIVE

- a) Using examples, describe any two tools used to analyze international business environment (4marks)
- b) Explain the benefits of international business regulation accrued to multinational companies (6marks)

QUESTION SIX

Using relevant examples, describe any five challenges faced by multinational businesses (10marks)