



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS

**COURSE CODE: BCM308/BUS4012 INTERNATIONAL BUSINESS
MANAGEMENT**

ANSWER FOUR QUESTIONS ONLY {10 MARKS EACH}

SECTION A

QUESTION ONE { COMPULSORY} {10 MARKS}

- a) Mambo fast-food chain a based in Latin America decided to expand into Japan. The company used the same menu and business model as at home. However, after one year, the sales were much lower than expected, because many customers preferred the local competitors. Discuss **Two** key international business factors which mambo overlooked in their expansion to Japan **(4mks)**
- b) “The whole universe is a potential market for your products and services”. In the light of this statement, explain **two** market entry strategies that need to be developed to exploit this potential **(4mks)**
- c) Discuss **Two** basic labor issues in international business **(2mks)**

SECTION B ANSWER THREE QUESTIONS ONLY

{10 MARKS EACH}

QUESTION TWO

{10 MARKS}

- a) State **Two** forms of economic integration in international business (2mks)
- b) Discuss **two** functions of International Monetary fund in international business (4mks)
- c) Explain **Two** merits your country would derive for being a member of a trading bloc (4mks)

QUESTION THREE

{10 MARKS}

- a) Differentiate between Nationalization and Domestication in international business (2mks)
- b) Discuss **four** reasons behind the formation of the International Chamber of Commerce (4mks)
- c) Explain **two** challenges you are likely to face in your plan to engage in international business (4mks)

QUESTION FOUR

{10 MARKS}

- a) Outline **two** functions of the World Bank (2mks)
- b) Describe **two** advantages of Foreign Direct Investment to an international business (2mks)
- c) Explain **three** key factors you would consider before doing business in a particular country (6mks)

QUESTION FIVE

{10 MARKS}

- a) State **two** elements of foreign environment affecting marketing activities of a corporation (2mks)
- b) Discuss **four** reasons why business men offer bribes in international business (4mks)

c) Explain **Two** roles played by Multinational Corporations in developing countries **(4mks)**

QUESTION SIX

{10 MARKS}

a) Discuss **Two** moral obligations of international firms **(2mks)**

b) You have been asked to give a presentation on the challenges facing the East Africa Community. Explain **two** of these **(4mks)**

c) Giving reasons, explain **two** different ways political and legal environments influence international business **(4mks)** .

END OF EXAM