



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT**

COURSE CODE: BBM 475

**COURSE TITLE: INTERNATIONAL BUSINESS
MANAGEMENT**

DATE: 19TH APRIL 2018

TIME: 8.30-10.30 AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

QUESTION ONE

Suppose you are a CEO of a US multinational company. On your staff and in the US operating division of the company there are several bright, able, dedicated female executives. They are also ambitious and in the company, international experience is a most important prerequisite before an executive can hope to get to top management. An opening comes up in the position of vice president in the company's Mexican subsidiary. One of the women on your staff applies for the position and she is well qualified for the job better than anyone else in the company.

(i) Would you give her the position? **(2.5 marks)**

(ii) Present your arguments **for** and **against** giving her the position. **(10 marks)**

Another position becomes available – this one as treasurer of Japanese subsidiary. The chief financial officer of the company's California division applies for the job. She has performed to everyone's satisfaction and she seems thoroughly qualified to become the treasurer in Japan. In addition, she speaks and writes Japanese. She is the daughter of a Japanese mother and an American father and they encouraged her to become fluent in both English and Japanese.

(iii) Would you give her the position? **(2.5 marks)**

(iv) Present your arguments **for** and **against** giving her the position **(10 marks)**

QUESTION TWO

More and more firms are increasingly engaging in international Business. Discuss **(15 marks)**

QUESTION THREE

Distinguish between:

- i. The foreign environment and the international environment **(3 marks)**
- ii. Host country and home country. **(3 marks)**
- iii. A global company and a multinational company **(3 marks)**
- iv. Tariff barrier and non-tariff barrier **(3 marks)**
- v. International business and domestic business **(3 marks)**

QUESTION FOUR

Marsabit Inc recently closed their operations in their subsidiary situated in a foreign country citing challenges emanating from politics. Analyze these challenges that drove the management to reach that decision. **(15 marks)**

QUESTION FIVE

Discuss the determinants of a successful economic bloc. **(15 marks)**

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