



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 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: 29TH APRIL 2019
1300HRS**

TIME: 1100 -

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

Your family has been in the business of weaving for generations. The business is currently run by your father who feels that the local market is saturated and that the business may collapse if no room is found for some expansion. You have completed your secondary school education and have been admitted to one of the state universities to study criminology under government sponsorship. But you feel that you will be more useful if you can study International business under a self-sponsored programme. You have to:

- i. Justify to your father why you need to study International Business so that he can pay for you.
(7 marks)
- ii. Explain to him the benefits of international business. **(6 marks)**
- iii. Describe to him the process of selecting the foreign market that you shall take your weaving business to.
(12 marks)

QUESTION TWO

Write short notes on the following:

- i. Nationalization of business **(3 marks)**
- ii. INCOTERMS **(3 marks)**
- iii. Arbitration **(3 marks)**
- iv. The concept of residence **(3 marks)**
- v. International conventions **(3 marks)**

QUESTION THREE

- i. Define standardization **(1 mark)**
- ii. Distinguish between controllable and uncontrollable environmental forces
(6 marks)
- iii. Identify the legal environmental factors and their implications for international business.
(8 marks)

QUESTION FOUR

- i. Explain the importance of international business theories (5 marks)
- ii. Discuss the various international business theories and their implications for international business. (10 Marks)

QUESTION FIVE

Discuss the various approaches of engaging in foreign manufacturing.

(15 Marks)

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