



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: APRIL 2019

TIME:

INSTRUCTIONS TO CANDIDATES

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

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

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)**

.....**END**.....



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR SCIENCE IN PROJECT PLANNING AND
MANAGEMENT**

COURSE CODE: BPM 2207

**COURSE TITLE: PROJECTS COMMUNICATIONS
MANAGEMENT**

DATE: APRIL 2019

TIME:

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

Maji Safi project that was started in your sub county has been pronounced as a failure. "Communication was not effective," remarks one of the team members.

- i.** Describe effective communication **(3 marks)**
- ii.** Explain the typical barriers that affect decoding of communication in project Planning and Management **(12 marks)**
- iii.** Discuss the typical external environmental factors affecting communications in project management **(10 marks)**

QUESTION TWO

- i.** Discuss the importance of the 5Hs and 1H in communications in project Management **(6 marks)**
- j.** Identify the stakeholders to approach and briefly describe the role of each one of them **(9 marks)**

QUESTION THREE

Giving practical examples explain the following terms

- i.** Bridging the language gaps **(3marks)**
- j.** Change situation **(3marks)**
- k.** Body language **(3marks)**
- l.** Status report **(3marks)**
- m.** Project deliverables **(3marks)**

QUESTION FOUR

- i.** " our project manager is really skilled in communication." What do you mean? **(5 marks)**
- ii.** Explain the main obstacles experienced in Project Management. **(6 marks)**
- iii.** Describe the context in which obstacles in communication in project Management are normally encountered. **(4 marks)**

QUESTION FIVE

Identify organizational process assets and discuss their importance in process of effective communication in Project Management. **(15 marks)**

.....**THE END**.....



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REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR **SECOND** SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN HUMAN RESOURCE

COURSE CODE: BHR 3204

COURSE TITLE: PUBLIC RELATIONS

DATE 23rd APRIL 2019

TIME: 11.00-1.00 PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **Three** questions

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

QUESTION ONE

- (a) Definitions of Public Relations bring out several salient elements. Identify these elements and explain how they apply to the practice of Public Relations (**6 marks**)
- (b) Public Relations is a process. Explain the various stages in this process and explain the importance of each stage in the practice of Public Relations (**6 marks**)
- (c) Distinguish between Public Relations and Journalism (**8 marks**)
- (d) Discuss the variables considered when planning a communication (**5 marks**)

QUESTION TWO

- (a) “Doing a campaign is one thing. But measuring the effect is quite another. How can we even know if we have achieved our goal? It is so frustrating!!!!”
“No! You can always evaluate the performance of your program, especially if you had set the criteria before hand,” is your reassuring response.
Using practical examples explain to him the elements of evaluation criteria (**7 marks**)
- (b) Describe the various levels at which program evaluations are performed. (**5 marks**)
- (c) Using relevant examples demonstrate uses of persuasion in Public Relations (**3 marks**)

QUESTION THREE

Discuss briefly the following:

- (a) The basis on which news releases are judged in Public Relations. (**6 marks**)
- (b) Typical elements of an advisory issued in a media alert in Public Relations (**4 marks**)
- (c) A pitch in Public Relations and its usefulness. (**5 marks**)

QUESTION FOUR

A valid survey in Public Relations must have a questionnaire. Discuss. (**15 marks**)

QUESTION FIVE

Every Public Relations program must have a plan

- (a) Define a program plan in Public Relations and discuss the elements thereof. (**9 marks**)
- (b) Discuss the various prompts to a Public Relations program, clearly demonstrating the importance of each prompt. (**6 marks**)

.....**THE END**.....