



MERU UNIVERSITY OF SCIENCE & TECHNOLOGY

Foundation of innovations

MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O Box 972-60200 –Meru-Kenya.

Tel: 020-2069349, 061-2309217, 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: www.must.ac.ke Email: info@must.ac.ke

University Examination 2016/2017

**THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF BUSINESS INFORMATION TECHNOLOGY**

**THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF COMMERCE**

BFB 3366: INTERNATIONAL BUSINESS MANAGEMENT

DATE: DECEMBER 2016

TIME: 2 HOURS

INSTRUCTIONS: Answer question **one** and any other **two** questions.

QUESTION ONE (30 MARKS)

- a) What is i18n? (4 marks)
- b) Discuss five various reasons why governments protect their business activities. (10 marks)
- c) Discuss five major ways of building barriers in international business. (10 marks)
- d) Briefly elucidate the three classes of tariffs. (6 marks)
- e) Discuss the relevance of the Herodotus, Taoka and Beeman in international business. (3 marks)

QUESTION TWO (20 MARKS)

- a) Outline the major objectives of COMESA. (5 marks)
- b) Discuss the rules of origin and their relevance to international business (15 marks)

QUESTION THREE (20 MARKS)

Discuss the importance of the Uruguay round in international Business. (20 marks)

QUESTION FOUR (20 MARKS)

Discuss the international chamber of commerce (ICC). How does it promote international business? (20 marks)

QUESTION FIVE (20 MARKS)

- a) Kenya has been importing capital goods while exporting capital agriculture products. Which theory/theories of international business explain this phenomenon (10 marks)
- b) Discuss the five forms of market entry as used in international business. (10 marks)