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**University Examinations 2014/2015**

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

**BFB 3366: INTERNATIONAL BUSINESS MANAGEMENT**

**DATE: AUGUST 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Explain the importance of international business to the present day business organizations (4 Marks)
2. International business benefits both the host country and the Multinational Corporations (MNCs). Outline these benefits with an aid of examples (8 Marks)
3. Discuss economic criteria used by Multinational Corporations (MNCs) when planning to enter an international market (8 Marks)
4. Organizations go global for various reasons. What will be key drivers for Kenyan firms to go global (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss various political risks that significantly influence operations of a MNC (10 Marks)
2. As a manager, how will you mitigate against these influences (10 Marks)

**QUESTION THREE (20 MARKS**

1. Describe critical considerations that management must take in order to thoroughly prepare staff proceeding on international assignment (10 Marks)
2. Countries around the world join trading bloc and benefit in different ways. Discuss, with specific examples, how Kenya benefits by being a member of East African Community (EAC) (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. An enterprise planning to go global needs to be clear about the mode of entry into the international business. Discuss various modes of entry to international business for modern businesses (10 Marks)
2. International marketing is beneficial to all participating countries. Discuss key benefits of global marketing for modern businesses (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Highlight the key factors influencing international business environment and explain their role in developing business organizations (10 Marks)
2. Briefly discuss various challenges facing international business community as a result of globalization. Use relevant examples (10 Marks)