MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya
Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,
Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

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

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

BFB 3366: INTERNATIONAL BUSINESS MANAGEMENT

DATE: APRIL 2024 **TIME: 2 HOURS**

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

QUESTION ONE (30 MARKS)

a) Globalization is culmination of international market entry and expansion. Discuss the main drivers of globalization (10 marks)

b) Citing examples discuss the role of regional trading agreements in world trade (10 marks)

c) "Think global act local" justify this statement in relation to foreign market entry strategies (10 marks)

QUESTION TWO (20 MARKS)

a) Business environment has far reaching impact on business operations. Using appropriate example, explain the role of international business environment in international trade (10 marks)

b) Discuss two modes of entry into foreign market (10 marks)

QUESTION THREE (20 MARKS)

a) Elucidate the role of international marketing concepts in international marketing (10 marks)

b) Government can influence value, direction and volume of international trade in relation to a country. Discuss reasons for government intervention in international trade (10 marks)

QUESTION FOUR (20 MARKS)

a) Analyse the objectives of (IMF) international monetary fund (10 marks)

b) Discuss porter's National competitive advantage theory in relation to internationalization (10 marks)

QUESTION FIVE (20 MARKS)

a) Explain the relevance of foreign direct investment in economic development of a country (10 marks)

b) Explain the importance of technology in world trade (10 marks)