



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

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

BFB 3450: MANAGING MULTINATIONAL CORPORATIONS

DATE: APRIL 2024

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a) Shifting to a more interdependent and integrated world economy has challenged the traditional decision making approaches in management of international firms. Discuss (10 marks)
- b) National culture is an important consideration in adopting an international strategy. Explain (10 marks)
- c) Using appropriate examples, explain reasons why global strategy could be adopted by a multinational firm (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the relevance of product life cycle theory of internationalization (10 marks)
- b) Explain the importance of globalization to developing countries (10 marks)

QUESTION THREE (20 MARKS)

- a) Foreign direct investment is an important dimension of foreign market entry. Explain main drivers of foreign direct investment (10 marks)
- b) Firms can take various orientations in the foreign market in relation to strategy, culture and technology. Explain any two forms of firm orientation (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the importance of planning in relation to a multinational organization (10 marks)
- b) Discuss how international markets can employ international marketing mix to pursue marketing objectives (10 marks)

QUESTION FIVE (20 MARKS)

- a) Using appropriate examples explain the importance of information communication technology in managing international enterprises (10 marks)
- b) With appropriate examples, explain importance of regional trading agreement in management of multinational organizations (10 marks)