



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 402: INTERNATIONAL BUSINESS MANAGEMENT AND OPERATION

DATE: 19/10/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Describe five features of e-commerce technology. (5 marks)
- b) Explain four advantages that a firm would enjoy by being a Multinational Corporation (8 marks)
- c) Explain four differences between international trade and domestic trade (4 marks)
- d) Describe the role of Horizontal Differentiation in structuring of an organization. (3 marks)
- e) What is a mixed matrix structure of an international business? Give two advantages and two disadvantages of this kind of a structure. (5 marks)
- f) Describe the nature of International Business. (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe five modes through which a firm may choose to enter into a foreign market. (10 marks)
- b) International business is beneficial to both the firm and to the nation. Explain the benefits of international business to the nation. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain five components in a firm's intermediate environment showing how the firm can influence the activities of each component. (10 marks)

- b) Explain five roles of World Trade Organization in International Business Management. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five ways in which the Demographic Environment of International Business can influence the formulation of business strategies. (10 marks)
- b) Explain five methods used in technology transfer. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five factors influencing the growth of International Business. (10 marks)
- b) Explain five factors that encourage decentralization of International Business activities. (10 marks)