

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 2013
COURSE TITLE	: INTERNATIONAL BUSINESS MANAGEMENT
SEMESTER/SESSION	: 1 - 2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define International Trade. [2 marks]
- b) Explain import and export in international trade. Provide one example in your explanation respectively. [6 marks]
- c) Explain briefly **FOUR (4)** advantages of Import and Export. [12 marks]

QUESTION 2

- a) Describe the term "*emerging markets*". [4 marks]
- b) Explain **TWO (2)** characteristics of emerging markets. [4 marks]
- c) There are different ways to enter the international market as no single strategy would fit better to all the companies due to difference in their nature of business, size and revenues etc.
Discuss briefly **FOUR (4)** modes of entry into international market. [12 marks]

QUESTION 3

Discuss **FOUR (4)** positive and **FOUR (4)** negative impacts of globalization on culture, respectively. [20 marks]

QUESTION 4

- a) i. Define Host Country in International Business. [2 marks]
ii. Define Home Country in International Business. [2 marks]
iii. Illustrate a scenario where you can depict clearly between Host Country and Host Country. [4 marks]
- b) Broadly speaking, political factors are those driven by government actions and policies.
i. List **TWO (2)** political factors driven by the government. [2 marks]
ii. Explain the **TWO (2)** ethical issues in current international business. [10 marks]

QUESTION 5

Explain **FIVE (5)** factors attracting investors into a marketplace.

[20 marks]

-----End of question-----

