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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 475**

**COURSE TITLE: GLOBAL BUSINESS MANAGEMENT**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 08/08/18 TIME: 09.00-12.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define international business management and Highlight the reasons for recent international business growth. **[10 marks]**
2. State and explain FIVE different types of international business. **[10 marks]**
3. Outline FIVE features of international business. **[5 marks]**

**QUESTION TWO**

1. **I**dentify Social/Cultural Environmental challenges that are likely to affect foreign investors.

**[10 marks]**

1. State and explain FIVE foreign market entry strategies in relation to international business management context. **[5 marks]**

**QUESTION THREE**

1. Highlight FIVE reasons that may make a country to impose trade restrictions in international business. **[10 marks]**
2. There are certain criticisms that are levelled against intentional business. Explain these criticisms **[5 marks]**

**QUESTION FOUR**

Describe FIVE theories of international business **[15 marks]**

**QUESTION FIVE**

1. State and explain FIVE forces driving international competition in relation to business management context. **[10 marks]**
2. Identify the advantages enjoyed by Multinational Corporations (MNCs) that owns or controls production in more than one nation. **[5 marks]**

**QUESTION SIX**

Discuss FIVE types of environmental factors that can affect foreign investors. **[15 marks]**