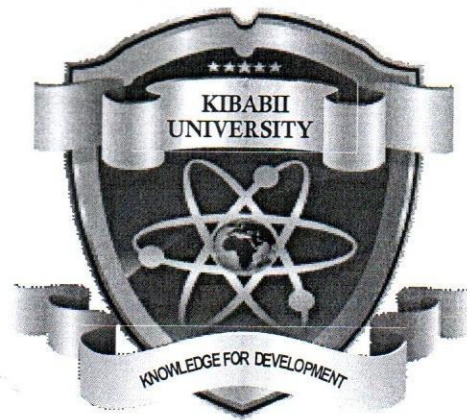


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBH 423

**COURSE TITLE: INTERNATIONAL BUSINESS
MANAGEMENT**

DATE: 09/02/2021

TIME: 2.00PM-4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (COMPULSORY)

- a) Earlier this year it was reported that UBS, a global bank, had received approval to increase its stake in a Chinese joint venture. Discuss why a company might want to invest in an overseas company and assess the challenges that it might face. (15 marks)
- b). Following recent accidents the reputation of US aircraft manufacturer Boeing has been damaged. There is also likely to be an impact on its financial position. Discuss the potential impact on a company in this position and assess the action that it can take to restore its position. (15 marks)

QUESTION TWO

Describe briefly the classical theories of international trade and state whether they are relevant today. [20 marks]

QUESTION THREE

- a) Analyze critically five key tasks of international human resources managers? [10 marks]
- b) Evaluate five success factors for regional integration? [10 marks]

QUESTION FOUR

- a) Discuss the different organization arrangement for global operations? [12 marks]
- b) Explain the main role of international monetary and financial system in international trade? [8 marks]

QUESTION FIVE

- a) Describe seven factors to consider in selecting foreign direct investment locations? [14 marks]
- b) Explain the main factors contributing to product suitability for international markets? [6 marks]