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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF MASTER OF SCIENCE IN
HUMAN RESOURCE MANAGEMENT

COURSE CODE: HRM 815E

COURSE TITLE: GLOBAL BUSINESS MANAGEMENT

DATE: 07/06/2022

TIME: 2.00PM – 5.00PM

INSTRUCTIONS TO CANDIDATES

- ANSWER QUESTION **ONE** (COMPULSORY) AND ANY OTHER **THREE** QUESTIONS
- QUESTION **ONE** ATTRACTS **40** MARKS
- ALL OTHER QUESTIONS ATTRACT EQUAL MARKS **20** MARKS
- TIME ALLOWED IS **THREE** HOURS

Read the following case and answer the questions that follow:

CASE: BUZZY OIL TO GO BEYOND BORDERS

Buzzy Oil limited started as a garment factory before adding soaps, edible oil and fats to its product profile. It has continuously operated in Kenya in the edible oil and soaps industry with a major plant in Ruiru. After successful operations, it has realised that the Kenyan market can no longer sustain its growth goals. It is toying with the idea of exporting its products to more countries; modify its market mix and/ or diversity into other businesses. It is exploring setting up other plants in other East African and East Asian Countries where governments are keen on the attracting investments because of the differences such efforts can make. The board of directors of Buzzy Oil has invited you as a lead expert in guiding it to explore its options.

- a) Discuss different strategies of entry into foreign countries that you will advise Buzzy Oil to apply? (20 Marks)
- b) Advise Buzzy Oil on the support it can get from its mother country regarding international business operations (10 Marks)
- c) Identify risks that Buzzy Oil will be exposed to as it goes international and advise them on measures on how to manage the risks? (10 Marks)

QUESTION TWO

- a) Identify deficits in the balance of payments in Kenya and explain measures that can be taken to address the situation. (10 marks)
- b) Identify causes of inflation in Kenya and explain possible ways on how it can be addressed. (10 Marks)

QUESTION THREE

- a) Discuss reasons why most countries like Kenya, shy away from economic free market system. (10 marks)
- b) Discuss methods of estimating national income in Kenya. (10 marks)

QUESTION FOUR

- a) Using examples, explain the advantages of specialization in International Business Management? (10 marks)
- b). Discuss five types of unemployment in Kenya and explain ways of curbing them. (10 marks)

QUESTION FIVE

a) Identify and explain factors that can affect the operation of international business management in Kenya and explain how the country can address them? (10 marks)

b) With relevant examples clearly discuss the disadvantages of countries embracing globalization? (10 marks)