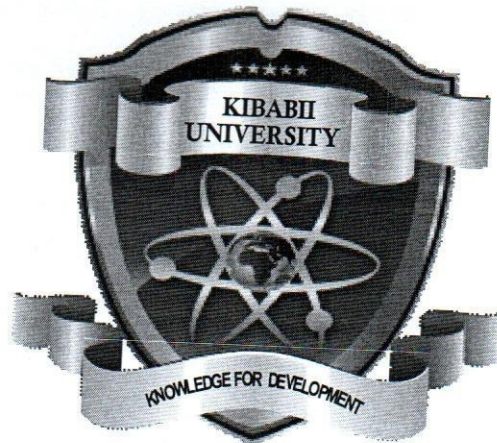


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KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: BBM 125

**COURSE TITLE: INTRODUCTION TO
INTERNATIONAL BUSINESS**

DATE: 29/07/2022

TIME: 11.00AM – 1.00PM

INSTRUCTION TO CANDIDATES

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

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

- a) Explain **ANY FIVE** external business environment factors that would influence the business negatively **(20 marks)**
- b) A country can use many approaches to ensure protectionism. Describe them, giving specific examples of their uses. **(10 marks)**

QUESTION TWO

- a) Describe the methods the Governments can use to foster international business **(10 marks)**
- b) Explain the role of information technology has played in the international business management **(10 marks)**

QUESTION THREE

- a) Describe why the cultural aspects of International Trade are so important for managers to understand? **(10 marks).**
- b) Why do companies become Multinational Corporations, (MNC)? Discuss **(10 marks)**

QUESTION FOUR

- a) How do multinational firms responses to threats and opportunities in the global business environment? Discuss. **(10 marks)**
- b) Briefly explain the principle factors that explain the sustained growth in globalization in the past decades **(10 marks)**

QUESTION FIVE

- a) What is the role of the government in business operations? **(10 marks)**
- b) Briefly explain the importance of business environment to an Entrepreneur **(10 marks)**