

KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
MAIN EXAMS**

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**FOR THE DEGREE OF MASTER OF SCIENCE IN HUMAN
RESOURCE MANAGEMENT**

COURSE CODE: HRM 8I5E

**COURSE TITLE: GLOBAL BUSINESS MANAGEMENT
RELATIONS**

DATE: 06/08/2021

TIME: 9.00AM-12.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **40 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
-

TIME: 3 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- (a) (i) Differentiate between globalization of markets and globalization of production (6mks)
- (ii) Explain the typical characteristics of global markets (8mks)
- (b) Distinguish between multinational, global and transnational modes of operating international business (6 mks)
- (c) Present the case of any one international business firm you know and the entry strategies adopted by it (10mks)
- (d) Global business management is faced by several hurdles. Giving relevant examples, explain FIVE hindrances to international trade (10mks)

QUESTION TWO

- (a) Internationalization of markets is a growing trend in the global business management. Describe FIVE drivers of international business management (10mks)
- (b) Discuss the role of international agencies in international business management (10mks)

QUESTION THREE

- (a) Showcase how firms use mergers and acquisitions, licensing and joint ventures to enter into a new market or a new country (10mks)
- (b) Discuss how technology and market drivers have speeded up globalization of world economies (10mks)

QUESTION FOUR

- (a) (i) Highlight any two differences between a domestic company and an international company (4mks)
- (ii) Firms need global orientation even to survive the domestic market. Elucidate (6mks)
- (b) Discuss the role of globalization on the development of countries, industrialization and modernization (10mks)

QUESTION FIVE

- (a) Explain various challenges of global business and the advantages of Regional Trade Blocks. (10mks)
- (b) Globalization is a necessary evil. Discuss (10mks)