

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2014/2015 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 475**

**COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT**

**DATE:1ST SEPTEMBER 2015 TIME: 2.00PM-4.00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **THREE** questions

***This paper consists of 3 printed pages. Please turn over***

***Question One***

1. International culture has a big impact on the entry of a business into international markets. Explain some of the key cultural concerns on international business management. **(10mks)**
2. As much as foreign investors are welcome to invest in Kenya, they face serious challenges that often keep them off. Explain **five** of these challenges. **(10mks)**
3. Highlight **five** benefits of international firms to local markets. **(5mks)**

***Question Two***

1. Technological transfer is often facilitated by international business. Explain the role of international business in transferring technology from one country to another. **( 10mks)**
2. Highlight **five** characteristics of international business. **(5mks)**

***Question Three***

1. Explain **five** approaches that businesses can use to enter into international business. **(10mks)**
2. Explain **five** reasons for trade between countries. **(5mks)**

***Question Four***

1. Different countries pose different political risks to international businesses. Explain **four** political risks faced by international businesses in Kenya. **( 8mks)**
2. Explain briefly how international firms and domestic firms relate in Kenya. **(7mks)**

***Question Five***

1. Explain **five** reasons for studying international business management. **( 10mks)**
2. Explain the following terms;
3. International business **(2mks)**
4. International business environment **(3mks)**

**………………..END…………….**