

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2014/2015**

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE AND BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

**BFB 3366: INTERNATIONAL BUSINESS MANAGEMENT**

**DATE: OCTOBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Discuss the role of international business in economic growth of a nation. (10 Marks)
2. Discuss the drivers of internationalization of business. (10 Marks)
3. Discuss ‘ethinocentric’ approach in relation to an international business . (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the importance of the following in international business. (10 Marks)
2. Customs union.
3. Discuss the importance of E-commerce in business internationalization. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Explain importance of international business environment to multinational enterprise manager. (10 Marks)
2. Discuss the role of government in international business. (10 Marks)

**QUESTION FOUR (20 MARKS)**

Discuss the importance of International Monetary Fund and World Bank in international business. (20 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss any two theories of international trade. (10 Marks)
2. Discuss relevance of international trade to Geo-politics (10 Marks)