

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBC 2305: INTERNATIONAL BUSINESS MANAGEMENT**

**DATE: DECEMBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (COMPULSORY)**

Emirates Ltd is a manufacturer of assorted consumer goods in Kenya.

The market recently has been saturated with so many imports from

China and its market share is day to day dropping. They have noticed

that the only remedy they have for their problems is to try the international

markets.

You have been contracted to help them to realize this dream.

Required:

1. What market entry options would you suggest Emirates Ltd to use

in their quest to enter the International market. [10 marks]

1. What are some of the barriers they may encounter when entering

the international market. [10 marks]

1. In the management of the international operations, what management

orientation would you advice them to use. [10 marks]

**QUESTION TWO**

1. In the quest for companies to go global, companies usually pass

through several stages. State and explain these stages. [10 marks]

1. What factors can make a company decide to go international? [10 marks]

**QUESTION THREE**

Companies operating in the international market face different

environments. State and explain the factors in the macro environment. [20 marks]

**QUESTION FOUR**

1. When a company goes international, it has to use several elements

in the marketing mix for it to have sustainability in the market.

State and explain the phases followed by an External Auditor and

Internal Elements in the international marketing mix. [10 marks]

1. With the use of a well labeled diagram, explain your understanding

of the theory of absolute advantage as used in international business. [10 marks]

**QUESTION FIVE**

1. With the help of a well labeled diagram, explain the product life

cycles as used in international business management. [10 marks]

1. State and explain the various forms of inflation in the international

business environment. [10 marks]