

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

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 3 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBC 2305: INTERNATIONAL BUSINESS MANAGEMENT**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

* **Answer Question One and Any Other Two Questions**

**QUESTION ONE: (30 marks)**

1. As a cabinet minister in the docket of foreign affairs explain why you would fight for regional economic integration citing the benefits and drawbacks of economic integration (20marks)
2. Explain the five levels of economic integration, citing trade blocks in each level. (10marks)

**QUESTION TWO (20 MARKS)**

Discuss Multinational Corporation citing the benefits and disadvantages to a host country

**QUESTION THREE (20 MARKS)**

1. Discuss the three foreign entry strategies citing the advantages and disadvantages of each entry (10marks)
2. Discuss the three forms of foreign production as a means of foreign entry strategy (10marks)

**QUESTION FOUR (20 MARKS)**

1. Distinguish between an international organization and a multinational corporation (5marks)
2. As a CEO of an organization, why would you prefer operating in several countries (15marks)

**QUESTION FIVE (20 marks)**

Discuss the financial institutions and their implication to international business