



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN, WEBUYE AND BUNGOMA CAMPUSES

**SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

FOURTH YEAR, SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 456

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

DATE: THURSDAY, 4TH AUGUST 2022 TIME: 2.00 PM – 4.00 PM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer Question ONE and TWO (2) other questions
Total Number of Questions answered should be THREE

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

Question ONE

With the use of relevant examples **compare** and **contrast** the following pairs of terms

- a. Anarchism and totalitarianism **(5 marks)**
- b. Civil law and common law **(5 marks)**
- c. Individualism and Collectivism **(5 marks)**
- d. Mixed economy and market economy **(5 marks)**
- e. Comparative advantage and competitive advantage **(5 marks)**
- f. Global economic integration and Regional economic integration **(5 marks)**

Question TWO

Summarize the globalization debate using relevant examples. (20 marks)

Question THREE

- a. **Describe the elements in the national business environment that influence decisions about whether to standardize or adapt international marketing efforts. (12 marks)**
- b. **With relevant examples, differentiate the following terms**
 - (i) **exclusive and intensive channels of distribution (4 marks)**
 - (ii) **push and pull marketing strategies (4 marks)**

Question FOUR

- a. **Explain the term global sourcing strategy. (2 marks)**
- b. **Describe the different dimensions of global sourcing strategy. (8 marks)**
- c. **Identify the factors that influence a firm's decision of whether to source supplies from within the country or from foreign suppliers (10 marks)**

Question FIVE

- a. **Discuss the 3 three main approaches to international staffing. (10 marks)**
- b. **Describe the screening and selecting criteria often used in choosing people for overseas assignments (10 marks)**