60.

(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN AND BUNGOMA CAMPUS

2023/2024 ACADEMIC YEAR

MAIN EXAMINATION

FOR BACHELORS DEGREE IN COMMERCE

FOURTH YEAR, SECOND SEMESTER EXAMINATIONS

COURSE CODE: BCB 456

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

DATE: FRIDAY 12TH APRIL 2024 **TIME: 3.00-5.00 PM**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS
2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

Looking out for the youth by ISABELLA OKINDO (extracted from MANAGEMENT MAGAZINE, AUGUST 2016 EDITION)

Unemployment and poverty have been identified as major challenges that face the youth in Kenya. According to Raphael Obonyo, the founder and a member of the Advisory council of the Youth Congress, a premier youth – led organization in Kenya, a significant number of young people in Kenya fail to secure formal employment after college. The scarcity of job opportunities and lack of experience have been cited as main contributors to the high unemployment rate. Majority of people without work experience have been locked out of mainstream job opportunities, as companies, both in the public and private sector, prefer experienced workers. Unfortunately, a big percentage of the youth fall in this category. Additionally, he notes, not all youth get a chance to go through formal education due to the high levels of poverty. Poverty in Kenya thrives on lack of diversification of the economy, which in turn hinders any social improvement. The unemployed youth who go to urban centres in search of job opportunities end up settling in slums. The high cost of living in urban areas forces them to do menial jobs for survival.

Obonyo argues that corporates should open the door for the youth because the world does not only need experienced people but also fresh ideas. A blend of fresh and old ideas can boost growth in the private sector. Unfortunately, the youth face exclusion from the policy making process which could give them a chance to offer solutions to majority of challenges. He says the youth need to be part and parcel of every decision-making inside and outside government. Most organisations struggle to find the best approach to the needs and concerns of young people, and how to integrate and involve them in their programmes and activities. The United Nations (UN) has formed Youth Boards to advise on policies, programmes and activities related to young people. The boards concentrate on coaching young people from across the globe to carry out this important task. The World Bank has also elected five people to front the youth agenda. "I am one of the people that work towards formulating policies and programmes for the youth. I am the UN Habitat Youth Adviser and a representative of Africa to the Global Coordination Board of the World Bank that is tasked with coming up with more effective programmes to address youth concerns," he says. He adds that his experience in these two programmes is profound, because he is able to connect with policymakers, and young people in their diversity. Through these initiatives, the World Bank has developed two programmes. First is the Kenya Youth Empowerment aimed at supporting the Government of Kenya's efforts to increase access to youth employment and to improve youth employability. Secondly, the Kenya Youth Employment and Opportunities programme focuses on increasing employment and earnings opportunities for the youth. The UN Habitat Urban Youth Opportunity Fund empowers youth globally by providing grants and capacity building. The World Bank works hand in hand with the private sector to promote the programme, which targets students who have just finished high school and college.

Obonyo is passionate about young people, and his vision is to ensure that they get opportunities to increase their knowledge and develop their skills. On various occasions when he speaks in global youth forums, he focuses mostly on long-term solutions to youth challenges. His key focus areas include policy, public participation and leadership by the next generation. He believes that huge potential lies with the youth in Kenya and all that should be done is turning complaints into solutions. "My book, Conversations about the Youth in Kenya sums it up. I have focused on six key issues - unemployment, politics and elections, tribalism, devolution, the constitution and regional integration," he says. He adds "...like any developing country, Kenya's development does not lie with the West, but with its people. Thereafter, foreigners can be our good partners. I am looking forward to the day I will see young people become a solution to their problems, when they can tell the African story and its challenges ... I would like to see the youth appreciate every opportunity given to them."

QUESTION ONE

a) **Comment on Kenya's political and legal** landscape in light of Obonyo's interview above. **(7 marks)**

b) **Discuss Kenya's economic environment** in light of Obonyo's views in reference to the framework discussed in class. **(10 marks)**

c) National cultural dimensions may influence the competitiveness of organization and the way we conduct international business. **Using relevant examples illustrate how the organizations mentioned above may apply Hofstede dimension of national culture to increase their effectiveness in handling youth matters in Kenya. (13 marks)**

ANSWER ANY TWO (2) other questions BELOW

QUESTION TWO

a) "Ultimately, **the study of international business** is no different from the study of domestic business. Thus there is no point in having a separate course on international business." **Evaluate this statement. (8 marks)**

b) With relevant examples, discuss the **types of international business operations. (12 marks)**

QUESTION THREE

a) In some circumstances, it might make sense for a company to manufacture a product from sourced raw materials or components. In others, companies might find it more profitable to pay another company to perform the manufacturing process and then sell the finished product. The decision about whether to make or buy is not always an easy one. **Explain the factors that** Companies must examine in order to make the most cost-effective choice. **(10 marks)**

b) **Discuss** the challenges of global sourcing. **(10 Marks)**

QUESTION FOUR

a) Discuss the challenges that are created by selling internationally through the internet. **(12 marks)**

b) Describe some of the ways in which MNE's use advertising and personal selling techniques to promote their products worldwide. **(8 marks)**

QUESTION FIVE

a) Most organizations are going Global, **what** are the competencies which international managers serving in a multinational environment should possess? **(8 marks)**

b) Briefly **explain** the key tasks in International Human Resource Management. **(12 Marks)**