



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF INTERNATIONAL STUDIES

**END OF SEMESTER EXAMINATION
BIS1202: INTERNATIONAL BUSINESS**

Date: Monday, 10th March 2020

Time 15:30 -17:30

Instructions

This examination consists of **FIVE** questions.

Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

1. “International business operates in a macro environment which consists of the larger societal forces that affect all the actors in the company’s micro environment”. Using practical and relevant examples, discuss this statement. **(30 marks)**
2. Assess any five modes of entry of an International Corporation into a country and elaborate on any five external factors that can influence the choice of entry mode **(15marks)**
3. Discuss the role of technological change in transacting international trade and elaborate on its Implications for the globalization of production **(15 marks)**
4. Evaluate any **Five** Non-tariff barriers that governments use as instruments of trade control and recommend any tactics for dealing with import Competition. **(15 marks)**
5. Describe the Global Monetary System according to the Foreign Exchange market, the gold standard and the Bretton Wood system **(15 marks)**

End