



**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN INTERNATIONAL STUDIES**  
**END OF SEMESTER EXAMINATION**  
**BIS 2202: INTERNATIONAL BUSINESS**

**DATE: 8<sup>th</sup> March 2024**

**Time: 10:30-12:30**

---

---

**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**SECTION A - ANSWER ALL QUESTIONS IN THIS SECTION (30 MARKS)**

1. a) Define corporate social responsibility (CSR) in the context of international business **(5 Marks)**
- b) Discuss the ethical considerations and social responsibilities of multinational corporations operating in diverse environments. **(10 Marks)**
- c) Explain the importance of global supply chain management for international businesses **(15 Marks)**

**SECTION B - ANSWER ANY 2 QUESTIONS (30 MARKS)**

2. Assess **FIVE** challenges of managing a diverse workforce in a multinational corporation **(15 Marks)**
3. Providing examples to explain each strategy, compare and contrast **SIX** different market entry strategies for international businesses **(15 Marks)**
4. Identify and discuss **FIVE** factors that businesses need to consider when operating in the global market **(15 Marks)**
5. a) Explain the concept of globalization **(5 Marks)**  
b) Identify and discuss any **THREE** key drivers of globalization influence business operations **(10 Marks)**