



Strathmore
UNIVERSITY

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

DATE: 20th March 2025

TIME: 16:00 – 18:00

Instructions

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

QUESTION 1

- a) Discuss any FIVE key Macro-environmental factors that influence international business operations and discuss their potential impact **(20marks)**
- b) Provide an example of a multinational corporation that has successfully navigated these macro-environmental factors, detailing the strategies they implemented and the results **(10 marks)**

QUESTION 2

You have picked by a leading multi-national corporation as a strategist, your company is considering expansion into an emerging African market. Assess the most appropriate entry mode based on factors like market size, risk, government regulations, competition, and cultural distance. Justify your choice with examples **(15 marks)**

QUESTION 3

Using relevant examples, describe how a multinational corporation can apply any TWO international trade theories to enhance its global competitiveness **(15 Marks)**

QUESTION 4

Compare between international logistics and national logistics in supply chain management and discuss the advantages and disadvantages of outsourcing and offshoring in African markets

(15marks)

QUESTION 5

Discuss any THREE economic rationales for government intervention in international trade and give any FOUR non-tariff barriers used for trade control

(15marks)

#END#