Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

BACHELOR OF ARTS

SPECIAL EXAMINATION

BIS 2202: INTERNATIONAL BUSINESS

DATE: 11th May 2026 **TIME: 09:00 – 11:00**

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) A European firm is planning to enter the Kenyan market.
   Analyze the most appropriate entry mode considering risk, control, and market conditions **(15 Marks)**

b) Evaluate the effectiveness of international institutions in regulating global trade **(15 Marks)**

SECTION B - ANSWER ANY 2 QUESTIONS (30 MARKS)

2. Using relevant examples, analyze how geopolitical tensions influence global supply chains and business strategy **(15 Marks)**
3. Critically examine the impact of digitalization on international business models and cross-border trade **(15 Marks)**
4. "Free trade always benefits all countries involved." Critically evaluate this statement using theory and real-world examples **(15 Marks)**
5. A tech firm is expanding into culturally distant markets. Apply relevant cultural frameworks to recommend strategies for managing cross-cultural teams and marketing **(15 Marks)**