



Strathmore
UNIVERSITY

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

Date: 21st March 2022

Time: 08:00 – 10:00

INSTRUCTIONS

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

SECTION A: (COMPULSORY 30 MARKS)

1. a) According to Wall, Minocha and Rees (2010) identify and explain any **FIVE** patterns of International Business. **(20 Marks)**
b) Using relevant examples, discuss any **TWO** International Business environments **(10 Marks)**

SECTION B (ANSWER ANY TWO QUESTIONS - 30 MARKS)

2. With reference to rapid globalization and emerging markets, demonstrate how firms choose the mode of entry to foreign markets (at least 3) **(15 Marks)**
3. Using applicable examples, illustrate how International trade policies and institutions are relevant to International trade **(15 Marks)**
4. Describe the **THREE** approaches to International human resource management **(15 Marks)**
5. Explain any five emerging issues in international business **(15 Marks)**