

SECTION B (ANSWER ANY TWO QUESTIONS - 30 MARKS)

2. Discuss any **THREE** dominant theoretical arguments explaining international business
(15 Marks)

3. a) Assess the relationship between globalization and international business **(6 Marks)**
b) Delineate the challenges with international marketing citing relevant examples **(9 Marks)**

4. Using relevant examples, discuss the emerging issues in international business **(15 Marks)**

5. Differentiate between international human resource management and human resource management **(15 Marks)**