



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF INTERNATIONAL STUDIES**

**END OF SEMESTER EXAMINATION  
BIS 2202: INTERNATIONAL BUSINESS**

**Date: April 2021**

**Time: 12:00 – 14:00**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
  1.
    - a) The foreign exchange market serves two main functions in International Business. Using relevant examples, discuss these two **(20 mks)**
    - b) Analyze the various Foreign exchange risks on the International Business platform **(10mks)**
  2. Evaluate the factors affecting International Trade Flows and explain the key dangers of a government running persistent trade deficits **(15marks)**
  3. *“Of considerable importance for an international business with operations in different countries is how a society's culture affects the values found in the workplace”*. Using Hofstede’s four dimensions of culture, assess this statement **(15 marks)**
  4. Using practical examples, discuss any 5 modes of Business entry into a country and its expansion **(15marks)**
  5. Critically analyze the different types of marketing plans used in International business strategies. Use Relevant examples to illustrate your point. **(15marks)**