

UGANDA MARTYRS UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT
Department of Management Science
Bachelor of International Business Management
IBM 1101: Introduction to International Business Management

YEAR Two 2022/2023

End of Semester examinations

23rd /5/2023

9:30 am – 12:30 pm

Instructions

- Answer **four** questions only.
 - Each question from section B carries 25 marks
 - Each question should start on a fresh page
 - Credit shall be given for the use of relevant examples
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1 (a) what distinguishes domestic businesses from international businesses (5 marks)
of a country.

(b) For the following business services, classify their modes according to the WTO law

(i) A legal team in Uganda offers advice to its clients located in south Sudan via the Internet

(2 marks)

(ii) A London-based accountancy firm opens an office/branch in Uganda to provide accountancy services

(2 marks)

(iii) A Uganda Martyrs University professor travels to Egypt to deliver a lecture(2 marks)

(iv) A visiting tourist in Uganda purchases eats and drinks from a Café in Kampala city

(2marks)

(c) Outline any 6 challenges faced by international businesses (12 marks)

2 (a) With reference to specific examples in Uganda, explain the meaning of multinational businesses(5 marks)

(b) Given your knowledge of multinational enterprises in Uganda and elsewhere in the world, give any 5 reasons why the government of Uganda would attract the multinational corporations?

(10 marks)

(b) Suggest the any 5 possible ways through which the Government of Uganda can attract multinational enterprises

(10 marks)

3 (a) Outline any five reasons why it is important to study international business management

(05 marks)

(b) Firms are attracted to enter international markets due to both pull and push factors. Outline any four pull factors and any four push factors which influence firms to enter international markets

(8 marks)

(a) From an International Business Management point of view, give any 6 special problems that arise in international business not normally experienced when trading or manufacturing at home

(12 marks)

4 (a) Describe the:

(i) Heckscher – Ohlin theory of international trade

(5 marks)

(ii) The phases of the product life cycle according to the product life cycle theory of international trade

(10 marks)

(iii) Outline any 5, factors which limit the operation of the product life cycle theory in international trade

(10 marks)

5 (a) Explain the meaning of the term global village in international business

(5 marks)

(b) Give any five ways in which firms operate in a globalized world

(5 marks)

(c) What have been the catalysts of globalization

(10 marks)

(d) Give any 5 merits which have arisen out of globalization

(5 marks)

6 (a) what are the differences between export trade and import trade

(5 marks)

(b) Explain any five ways in which firms enter export markets

(10 marks)

(c) Suggest any 5 ways Uganda encourage Foreign Direct Investors

(9 marks)

END