UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCE

BIBM III SEMESTER ONE 2021/2022

COURSE UNIT: INTERNATIONAL BUSINESS ENVIRONMENT

COURSE CODE: IBM 3203

DATE: Wednesday, 19th January 2022

Time allowed: 9:30am -12:30pm

Instructions to Candidates:

Read the following before answering the examination questions.

1) Do not write anything on this question paper.
2) Write neatly and show all workings clearly.
3) Start every question on a new page
4) Clearly state the question number & sections attempted

5) Answer any four questions, in all

6) Credit shall be given for the use of relevant examples and

   illustrations.

Question One
As an advisor for a new international company opening up in Uganda, use the PESTEL analysis to advise the firm before it fully establishes its operations   **(25 marks)**

Question Two
(a) Distinguish between micro and Macro environment   **(5 marks)**
(b) Examine how the macro and Micro environment affect international business   **(20 marks)**

Question Three
With reference to specific examples assess the impact of multinational corporations in Uganda
(25 marks)

Question Four
(a) Explain what distance means in relation to the CAGE framework.   **(10 Marks)**
(b) As a manager of a new international business in Uganda, examine how you can apply the CAGE Framework to make strategic business decisions for your firm   **(15 marks)**

Question Five
You have been hired as an Export Officer for an edible and soap processing firm based within Kampala. The company wants to start exporting its products to countries within COMESA and the EAC. What actions would you advise the company to take in order to expand its sales within the trading blocs?   **(15 marks)**
 (a) As a new Export Officer for the company, what advice would you recommend to improve regional groupings in Uganda?   **(10 Marks)**

Question Six
(a) Examine the different types of international business environment   **(10 marks)**
 (b) Present a case for a free trade environment in the world today   **(15 marks)**

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