



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
SEPTEMBER/OCTOBER 2015 EXAMINATION**

COURSE CODE: BUS835 CREDIT UNIT: 2

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

TIME ALLOWED: 2 HOURS

INSTRUCTIONS: 1. Attempt question number one (1) and any other (2) questions.
2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

1. (a) Lists and Discuss the Five (5) Main Body Organs of the United Nations.
(b) Discuss the Four (4) processes of Screening Countries that will serve as Target Market.
(c) Explain the Factors to be considered under Adaptation and Factors affecting Adaptation.
2. (a) Explain the Socio-cultural components that can affects anInternational Businessman.
(b) Elaborate on Four (4) different Types of Ideological Forces.
3. (a) What are the ways in increasing your Company's Profit and Sales?
(b) Explain the Features of Socio Economic Dimension
4. (a) Discuss the Five (5) major kinds of elements of Globalisation.
(b) Comment on the Latest Explanations on the Direction of Trade.
5. (a) Elaborate on the Needs for International Business.
(b) Discuss the Reasons for Foreign Environment.