



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION

COURSE CODE: BUS419

CREDIT UNIT: 3

COURSE TITLE: International Business

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt question one (1) and any other three (3) questions; four questions in all**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

TIME ALLOWED: 2½ Hours

- 1a. Identify and explain some of the instruments of Trade Policy you know (10 Marks)
- 1b. What do you understand by International business? (10 Marks)
- ii. Explain the need for international business (5 Marks)
- 2i. What are the processes of screening countries that will serve as target market? (6 Marks)
- ii. Discuss the factors that affect product adaptation in international market (9 Marks)
- 3i. What do you understand by FDI? (6 Marks)
- ii. What are the reasons for FDI? (9 Marks)
- 4i. What is a channel of distribution? (6 Marks)
- ii. Discuss the factors that affect product adaptation in international market (9 Marks)
- 5i. Briefly discuss the barriers of international trade (9 Marks)
- ii. What do you think are the reasons for a business to go abroad? (6 Marks)
- 6i. What is International marketing? (5 Marks)
- ii. What are the reasons for international marketing? (10 Marks)