



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
OCTOBER 2013 EXAMINATION**

Course Code: ENT 419

Credit Unit: 2

Course Title: International Business

Time Allowed: 2 HRS

Instruction: Question No 1 is compulsory and it carries 30 marks and attempt any 2

questions of your choice. Each other question carries 20 marks each.

Present answer legibly and logically using relevant examples.

QUESTIONS:

1. List and explain the five challenges in International Marketing.
2. List and explain the five barriers to International Trade?
3. What are the five determinants of channel types?
4. Explain the five political arguments for trade intervention.
5. Explain the five fundamental patterns of multinational corporations.