



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**MARCH/APRIL 2016 EXAMINATION**  
**SCHOOL OF MANAGEMENT SCIENCES**

**Course Code: BUS 835**

**Credit Unit: 2.**

**Course Title: INTERNATIONAL BUSINESS MANAGEMENT**

**Time Allowed: 2 Hours.**

**Instructions:**

- 1. Attempt Question 1 and any other two (2) Questions.**
- 2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.**
- 3. Present all your points in a coherent and orderly manner.**

**Questions**

**1a.** According to Ball et al (2002), Globalization connotes-----

**1b.** Discuss five elements of Globalization

**1c.** Discuss the functions of Standard Organization of Nigeria (SON).

**2a.** Discuss Heckscher Ohlin model as alternative to the Ricadian model of basic comparative advantage

**2b.** Differentiate between First Mover theory and Linder theory of overlapping demand

**3a.** Discuss five socio-cultural factors a businessman must consider before venturing into an international business

**3a.** Differentiate between Socialism and capitalism as economic systems and how they affect international business.

**4a.** Discuss the steps involved in choosing an International Target Market

**4b.** State clearly the four categories of International Pricing situation.

**5a.** State the main statutory functions of NEXIM bank

**5b.** Discuss the objectives of Apex bank in Nigeria