



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION
EXAM QUESTIONS

COURSE CODE: ENT 419

CREDIT UNIT: 2

COURSE TITLE: INTERNATIONAL BUSINESS

TIME ALLOWED: 2 HRS

Instruction:

- 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.**

QUESTIONS 1.

- a. Identify and discuss the features of liquidity problems in Nigeria as a developing country. 10 marks**
- b. State the factors responsible for the collapse of the Bretton Woods System. 15 marks**
- c. Enumerate the main features of the European Monetary System. 5 marks**

QUESTION 2.

- a. State two effects of inflation on businesses. 5 marks**
- b. Write short notes on the following theories of business ethics; 15 marks**
 - Stakeholder theory
 - Social Contract theory
 - Legitimacy theory

QUESTION 3

- a. Briefly distinguish between Primary and Secondary Stakeholders. 5 marks**
- b. Identify and explain the five fundamental groupings of Multi-National Corporations. 15 marks**

QUESTION 4

- a. Companies use two main channels of distribution when marketing abroad. Identify and explain them, including the advantages and disadvantages of each channel. 15marks**
- b. State five primary functions of the African Development Bank. 5 marks**

QUESTION 5

- a.** There are certain guidelines that can assist a manufacturer in making a good decision. You are to state and explain these guidelines or factors that must be taken into consideration. **15 marks**
- b.** State the factors that must be considered when trying to Standardize or differentiate your products or services in a Foreign Market. **5 marks**