



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**JUNE 2017 EXAMINATION**

**Course Code: BUS835**

**Course Title: INTERNATIONAL MANAGEMENT**

**Credit Unit: 2**

**Instructions: 1. Attempt Question 1 and any other two (2) questions**

**2. Question 1 is compulsory and carries 30marks while the other 2 questions carry 20marks each**

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

**Time Allowed: 2 Hours**

1. a. Define international business and why do we need to study international business?

(15marks)

b. Explain five ways through which companies go international.

(15marks)

2. Critically assess the theories of absolute advantage and the Heckscher Ohlin model of international business.

(20marks)

3. Explain the term globalisation and five factors that affect international business. (20marks)

4. Explain the economic and socio-cultural factors that influence the international business environment.

(20marks)

5. The Saake international company which operates in five countries around the World is

considering recruiting five managers in its United States of America (USA) branch, as an expert in the field, you are required to educate the management of the company on the various recruitment options available to international companies. (20marks)