



NATIONAL OPEN UNIVERSITY OF NIGERIA
90 Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2018 EXAMINATION

COURSE CODE: BUS 835

CREDIT UNIT: 2

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question one (1) and any other (2) questions.

2. Question one (1) carries 30 marks, while the other questions carry 20 marks each.

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

- 1 (a) Setting up a business in another country is faced with; economic, socio-cultural, political, physical, and other environmental factors; briefly discuss these factors.
- (b) List and discuss the sources of managers in international businesses.
- (c) Based on Ball et al (2002) viewpoints, define the term international environment globalisation
- 2 (a) State the five major forces (elements) of globalisation in management.
- 2 (a) Discuss the four processes of screening countries that will serve as target market.
- 3 (a) Define international information system and state five (5) of its qualities.
- (b) Discuss the three ways to enhance modern information system in organisations.
4. (a) Identify and explain the four categories of international pricing situation
- (b) Briefly discuss the key issues in 'Distribution Strategy'
5. (a) State the reasons why companies export and outline the gains of exporting goods.
- (b) Discuss the two basic factors that transformed the service sector globally.