NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
DEPARTMENT OF BUSINESS ADMINISTRATION

2025_2 EXAMINATIONS

CORSE CODE: BUS 419

COURSE TITLE: International Business Management

CREDIT UNITS: 3 UNITS

TIME ALLOWED: 2 HOURS

INSTRUCTION: **1. Indicate your Matriculation Number clearly**

2. Attempt Question 1 and any other three (3) questions of your choice

3. Question 1 is compulsory and carries 25 marks while the other 3 questions carry 15 marks each

Q1a.Briefly explain five major factors that affect International Business financing (7.5 marks)

Q1b. Explain three major implications of foreign currency on International Business. (7.5 marks)

Q1c.What is legitimacy theory? Briefly differentiate between primary and secondary stakeholders. (10 marks).

Q2a.Briefly explain four arguments against Multinationals (MNCs) (5marks)

Q2b. Briefly describe a Multinational Corporation in terms of size, structure, performance and behaviour. (10marks)

Q3a. Briefly discuss how globalization affects domestic trade and international trade. (10 marks)

Q3b. What are the dimensions of world business environment? (5 marks)

Q4a. Define foreign investment and briefly explain two types of FDI (5 marks)

Q4b. What are the steps in choosing international target market? List and explain the processes of screening countries that serve as target market. (10 marks)

Q5a.What major factors do you consider for standardization or adaption of smooth adjustment to market mix? (7.5 marks)

Q5b. Explain two political arguments each for and against intervention in international business. (7.5 marks)