



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

CORSE CODE: BUS835

COURSE TITLE: International Business Management

CREDIT UNITS: 2 UNITS TIME ALLOWED: 2 HOURS

INSTRUCTION: 1. Indicate your Matriculation Number clearly

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

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

QUESTION 1

- a. Globalization is characterized by some forces, list and explain the five main elements **(10 Marks)**
- b. Discuss the Heckscher Ohlin model of international trade **(10 Marks)**
- c. Discuss the latest explanations on the direction of trade **(10 Marks)**

QUESTION 2

- a. Explain what a manager must do to increase company's profit and sales **(5 Marks)**
- b. For companies that decide on foreign manufacturing, five methods are open for them to choose from; Mention and explain the methods **(15 Marks)**

QUESTION 3

- a. Explain balance of payment, and what the government of a country will do when the BOP is slipping into deficit **(8 Marks)**
- b. Discuss the factors to investigate under the economic aspect once an international marketer have decided on the economy or country which he or she wants to explore **(12 Marks)**

QUESTIONS 4

- a. The Nigeria Standard Organization Act of 1971 establishes SON as an integral part of the Federal Ministry of Industries. Discuss the functions SON is to carry out in the country. **(10 Marks)**
- b. List and discuss The five main body organs through which UN carries out its activities **(10 Marks)**

QUESTION 5

- a. Pricing has to do with revenue generation, Discuss the categories of international pricing situation **(10 Marks)**
- b. Mr. Adamu and Alhaji Useni wants to start exporting in international market, explain all the pitfalls and mistakes of the new exporters **(10 Marks)**