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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 15th December, 2023
Time: 11.30am –1.30pm

KBM 407 - MANAGEMENT OF INTERNATIONAL BUSINESS AND ORGANISATION

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

EMPOWERING WOMEN THROUGH INTERNATIONAL TRADE

Globally women lead only 15% of exporting firms! While according to Global Fund for Women, women produce up to 80% of the world's food, yet only receive 0.1% of the foundation grants for environmental funding. There is need to stand with women at the frontline of climate change, support them with funds so that they can advance the solutions to existing challenges. Ideally, there is need to identify the challenges and explore solutions in their areas of work by analyzing the complex relationship between trade and gender equality while taking stock of what has been achieved, what needs to be done differently and the successes. The following key issues needs to be considered to assist women navigate through the dynamic global trade landscape. Exploring the e-commerce through creativity and innovation, in-depth understanding of the Intellectual Property Rights (IPR) basis. The international property protection is critical to your business success. This guide will help women understand the types of IPR companies that can offer advice, how to protect IPR and how to report and prevent infringement. It is also important to provide more information on consumer guide to counterfeits goods. Sale of counterfeit goods has never been easier to deal with as the global economy expands online. Therefore, there is need to shop smart. In addition, bridging the digital gap and empowering women on use of information technology in business, exploring opportunities in the gig economy and understanding the future of work is vital. Taking measures towards bridging the gender gap in employment opportunity and labour force participation rate remains a global responsibility.

- a) Expansion and understanding of International Business Management has proved gainful to states or governments, business organizations and to consumers. State **FIVE** benefits of international business to consumers, using examples from the case study **(5 marks)**.
- b) Explain **FIVE** recommendations identified in the case study that can provide solutions and interventions that can enable women to navigate through the dynamic Global Trade Landscape or International Trade **(10 marks)**

- c) Using illustration, critically examine the relevance of Product Life Cycle Theory in international business. (10 marks)
- d) Explain **FIVE** instruments used by states/governments to control imports and exports. (5 marks)

QUESTION TWO (20 MARKS)

- a) Critically analyse the impact of East African Community Common Market on the Kenyan economy. (5 marks).
- b) Explain **FIVE** assumptions of theory of comparative advantage associated with 19th century English Economist David Ricardo. (5 marks)
- c) Many developing countries are literally competing in giving incentives to multinational enterprises to encourage Foreign Direct Investment (FDI) in their countries. Discuss **FIVE** advantages and disadvantages of multinational corporations to the host country. (10 marks)

QUESTION THREE (20 MARKS)

- a) Using examples, distinguish between Ethnocentric and Polycentric human resource management policies used by Multinational Corporations (MC). (2 marks)
- b) Clearly explain **FOUR** advantages and disadvantages of Ethnocentric policy stated in (a) above. (8 marks)
- c) The East African community (EAC) is an intergovernmental organization composed of six countries in the African Great Lakes Region in East Africa. Discuss **FIVE** benefits that Kenya enjoys as EAC member states. (10 marks)

QUESTION FOUR (20 MARKS)

- a) What is globalization? (2 marks)
- b) The labour market is perceived as Global Village. Discuss **FOUR** advantages and disadvantages of globalization. (8 marks)
- c) With reference to the knowledge acquired from theory of competitive advantage, define International Competitiveness and explain **FIVE** factors that determine a firm's international competitiveness. (10 marks)

QUESTION FIVE(20 MARKS)

- a) Distinguish between Spot Foreign Exchange Rate and Forward Exchange Rate. (2 marks)
- b) When carrying out marketing activities in the foreign market, one must design a communication strategy and message that will be of interest to the target market. Discuss the **FOUR** factors that you will consider when designing an advertisement for foreign/international market. (8 marks).
- c) Define the term balance of payment. (4 marks)
- d) Explain **THREE** types of accounts used in determining the Balance of Payments. (6 marks)