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

Date: 4th December, 2023

Time: 11.30am –1.30pm

KBM 302 - MULTINATIONAL BUSINESS OPERATIONS AND STRATEGIES

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Highlight the factors that influence multinational corporations to go for centralization of decision making authority. (6 Marks)
- Outline the different types of multinational companies. (6 Marks)
- Identify the three broad categories of trends that will change the multinational business landscape. (6 Marks)
- Describe three examples of multinational corporations (MNCs). (6 Marks)
- Discuss the challenges faced by multinational corporations. (6 Marks)

QUESTION TWO (20 MARKS)

- Explain the multinational strategic management process. (10 Marks)
- Examine the significant economic role most multinational corporations play in the development of many countries. (10 Marks)

QUESTION THREE (20 MARKS)

- With the aid of a diagram, explain the normal process of overseas expansion of a business organization. (10 Marks)
- Explain the need for emergence of multinational corporations. (10 Marks)

QUESTION FOUR (20 MARKS)

- Explain various trends that may affect business organizations worldwide. (10 Marks)
- Describe Porter 's Diamond Model for Competitive Advantage of Nations. (10 Marks)

QUESTION FIVE (20 MARKS)

- Discuss the important traditional theories of international Trade. (10 Marks)
- Analyse ways in which a multinational firm is able to increase profitability as opposed to domestic firms. (10 Marks)