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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA 010 - INTRODUCTION TO MULTINATIONAL BUSINESS

OPERATIONS

Date: 8th August, 2016.
Time: 12.00pm – 2.00pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the Figure 1 and Figure 2 below in the light of the theory of absolute advantage by Adam Smith?

Figure 1

Hours of work necessary to produce one unit

Country	Cloth	Wine
England	80	100
Portugal	120	90

Figure 2

Hours of work to commit after the specialization

Country	Cloth	Wine
England	80+100	0
Portugal	0	120+90

(20 Marks)

- b) Highlight the salient features of multinational corporations?

(10 Marks)

QUESTION TWO (20 MARKS)

The process of internationalization begins with a firm operating as a domestic company and finally establishing as a multinational corporation. Discuss?

QUESTION THREE (20 MARKS)

Identify and explain **four** orientations that are adopted by multinational firms?

QUESTION FOUR (20 MARKS)

Write short notes on any **five** foreign entry and operation strategies?

QUESTION FIVE (20 MARKS)

Briefly discuss **four** theories of international trade other than the theory of absolute advantage?