



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

Course Code: BUS835

Course Title: INTERNATIONAL BUSINESS MANAGEMENT

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

1a. For a foreign firm to operate in Nigeria, it has to understudy some of the laws and regulations businesses for domestic business environment in the country. Discuss any five of the regulatory law governing agencies in Nigeria for domestic business. **(15marks)**

1b. Globalization forces have five major kinds of elements that affect business in Nigeria. Briefly describe these elements. **(8marks)**

1c. What are the various ways of regulating International Trade ? **(7marks)**

2a. Discuss the five methods that are open for companies that choose to go into foreign manufacturing business. **(15marks)**

2b. What are the basic things you need to do to increase your company's profit and sales **(5marks)**

3a. There are basically two factors that have led to the global transformation in the service sector. Examine these factors. **(10marks)**

3b. List and explain the three major sources of managers in an international organization?: **(10marks)**

4a. Discuss the four appropriate promotional mix an international business man can use for products. **(12marks)**

4b. List and examine factors that you consider could influence a Nigerian manufacturer to relocate abroad while there are existing customers at home. **(8marks)**

5a. Explain how OPEC has been a contributory agency in international business cycle. **(14marks)**

5b. Discuss the three ways through which information system can be enriched **(6marks)**