



National Open University of Nigeria
91, Cadastral Zone, University Village, Abuja
Faculty of Management Sciences
2021 – 2 Examination

Course Code: Bus 835

Credit Unit: 2

Course Title: International Business Management

Time Allowed: 2 Hours

INSTRUCTION:

- (i) Indicate your Matriculation Number clearly
 - (ii) Attempt **Question 1** and any other **two (2) questions**
 - (iii) **Question 1 is compulsory** and carries **30 marks** while the other **2 questions carry 20 marks each**. Present all your points in coherent and orderly manner.
-
- (1) An investor from Nigeria is interested in investing in Ghana, what are those **economic** and socio – economic factors that he has to critically investigate before deciding whether to invest? **20 marks**
 - (b) Describe the three environments that make international business distinct from domestic business **10 marks**
 - (2) Why is it difficult to come to agreement as to what “globalization” actually connotes? Highlight the major kinds of elements of the forces of globalization **20 marks**
 - (3) Distinguish between product modification and product standardization. What are the factors that encourage product standardization and of what benefit is product standardization to an international businessman **20 marks**
-
- 4(a) You are the manager of your father’s business and your father could not fathom why you have to study international business in your MBA program.
How would you go about explaining to him that even as a local manager there is the need for you to study international business? **10 marks**
 - (b) List 10 forces in the external environment of business **10 marks**