



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: BUS419

COURSE TITLE: INTERNATIONAL BUSINESS

INSTRUCTIONS: 1. Indicate your Matriculation Number clearly

2. Answer questions one (1) 25marks and any other three (3) questions 15marks each.

TIME: 2hrs 30mins

QUESTION 1

1a. Price is an important element in foreign business. However, international pricing situation is categorized into four. Explain the four category of international pricing situation. 12.5 marks

1b. An international business person must consider the most workable promotional mix for his product in order to gain international recognition and patronage. Explain the most appropriate promotional mix an international business person should consider. 12.5 marks

(TOTAL 25 MARKS)

QUESTION 2

2a. Explain what you understand by Foreign Distributed. 7.5 marks

2b. Explain what you know about Manufacturer's Export Agent. 7.5 marks

(TOTAL 15 MARKS)

QUESTION 3

3a. let's assume that a novice stop you on the road and ask you about Export Management Company (EMC), what will you say? 5 marks

3b. Do a juxtaposition of Export and Import. Besides, who exports? 10 marks

(TOTAL 15 MARKS)

QUESTION 4

4a. Give an account of the reasons why firms don't Export. 7 marks

4b. Where can you get your Export Counseling? 8 marks

(TOTAL 15 MARKS)

QUESTION 5

5a. Payment terms are usually offered by exporters to foreign buyers. Discuss the five types of payment terms in International business. 10 marks

5b. It is no longer meaningful to talk about the Nigerian Market, German market, the American market or the Japanese market, all these markets are looked as a single market because of globalization of market. Discuss. 5 marks

(TOTAL 15 MARKS)