



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

Course Code: BUS835

Course Title: International Business Management

Time Allowed: 2 hours

Credit Unit: 2

Instruction: Attempt question ONE (30 marks) and any two (2) questions 20 marks of your choice

QUESTION 1

1a. Clarify the assumptions underlying the following theories of international trade.

- i) Mercantilism
- ii) Theory of absolute advantage
- iii) Theory of comparative advantage
- iv) Hecksler-Ohlin theory of factor-environment-factor.
- v) Gravity model

20marks

1b. Explain what international business means according to Czinkota et al (2002) 10marks

QUESTION 2

2a.

Briefly trace the historical development of international business.

10marks

2b. Many researchers carry on investigating the factors that affect International Business Environment in Nigeria. You are to identify and explain factors affecting international Business Environment in the country.

10marks

QUESTION 3

3a. Globalization aids businesses to expand their frontiers to other geographical territories. Any company that aims to expand must be aware of some elements that will aid globalization. Clarify important elements a company must take note of when going into global stage. 10marks

3b. As an investor, why do you think that offshore business is important for a business organization with the capacity to expand its operations? 10marks

QUESTION 4

4a. Clarify five (5) ways of going on offshore business as a local investor. 10marks

4b. Many managers are under pressure to boost sales and profitability at their organizations. They continue to look for new markets as a result. They seek for markets with rising populations and economies, as well as those with rapid economic expansion. Elucidate the strategies to boost the sales volume and profits of your business. 10marks