



FACULTY: Social and Management Sciences  
DEPARTMENT: BUSINESS ADMINISTRATION  
SECOND SEMESTER EXAMINATIONS  
2016/2017 ACADEMIC SESSION

COURSE CODE: BUS 406

COURSE TITLE: International Business

DURATION: 2 ½ hours

SIGNATURE

General Instructions:

1. Write your matriculation number in the space provided
2. Credit will be given for orderly presentation and illustrations

Answer Question 1 and any other three (3) questions. All questions carry 15 marks each

MATRICULATION NO: \_\_\_\_\_

HOD's

1. a. Define and state clearly the key variables of geography, citing examples from two countries.  
b. Why is this concept of geography important in conducting international business?  
c. Discuss relevant examples.
2. a. Materials and Human Resources are critical to the well-being and economic development of any country: mention four key resources that are available in Nigeria and Japan.  
b(i). How has Japan overtime employed the mentioned resources in promoting economic development and enhancing international business activities?  
(ii). How can the mentioned resources be productively used in Nigeria for economic development and in enhancing international business activities?
3. a. Define the term "International Business"  
b. Differentiate between domestic business and international business  
c. What are the similarities and differences between multinational and global/transnational business.
4. There are various levels of international business activities as they seek to gain a competitive advantage in other countries. Relate the importance of this statement to the following:  
a. Exporting and Importing  
b. Licensing, strategic alliances and foreign investment.
5. a. Mention two nations' capitals and commercial centres within the continent of Africa and provide justification for your selections.  
b. State clearly the importance of the above (nations' capitals and commercial centres) in conducting international business.