

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

COURSE CODE: BUS 406

COURSE TITLE: International Business

DURATION: 2½ hours

SIGNATURE

General Instructions:

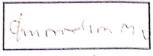
1. Write your matriculation number in the space provided

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:

- 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



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