KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR COMMERCE

BBA 402: INTERNATIONAL BUSINESS

2ND SEMESTER 2025/2026 **TIME: 2 HOURS**

INSTRUCTIONS:

Attempt question one and any other two

1. a) Discuss the interrelated factors that have contributed to the spiraling growth in globalization in the recent past (10 marks)

   b) When doing business internationally a company has a choice on various modes of entry to use. Analyze any five such options to use (10 marks)

   c) Discuss the characteristics of developing countries and the challenges they pose to firms doing international business (10 marks)

2. a) Explain how a nation can achieve success in the international market by using Porter's National Competitive Advantage Model (10 marks)

   b) Direct Foreign Investment (DFI) is critical for the economic development of a country. Analyze the factors responsible for the decline of FDI in Kenya recently (10 marks)

3. a) In recent times international business has seen the rise in regional trading blocs. Discuss the benefits that a company gets by gaining access to those trading blocs and highlight the challenges they are likely to encounter (10 marks)

   b) Discuss the elements of international economic environment and their influence of trade in the international arena (10 marks)

4. a) Explain the characteristics of Multinational enterprises highlighting their importance to local international trade (10 marks)

   b) Industrialization implies that emerging market countries are increasing their dependence on low-cost labor (10 marks)