



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2019/2020
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ECONOMICS.
EAE 203: MANAGEMENT IN CONTEMPORARY GLOBAL ECONOMY.
CAMPUS: DSVOL

DATE: _____

TIME: _____

INSTRUCTIONS

Answer questions ONE and any other TWO questions.

QUESTION ONE (COMPULSORY) (30MARKS)

- a) State why companies expand globally (5marks)
- b) Identify the forces that lead to differences in social culture and their implications on business and economics (5marks)
- c) Explain the concept of strategy (5marks)
- d) Explain the steps in cost estimation (5marks)
- e) Outline the role of the government in international trade (5marks)
- f) Why is it important to promote domestic industries (5marks)

QUESTION TWO (20MARKS)

- a) Discuss the factors which influence the general business environment (10marks)
- b) Discuss the major strategies for competing globally (10marks)

QUESTION THREE (20MARKS)

a) Discuss the three major types of economies (10marks)

b) ~~Discuss the major strategies for competing globally~~ (10marks)

△ Explain how performance of a business is affected by global participation (10 marks)

QUESTION FOUR (20MARKS)

a) Explain how companies expand globally (10marks)

b) Describe the policy instruments used by government to influence international flows (10marks)

QUESTION FIVE (20MARKS)

a) Explain why production and logistical decisions are important to a multinational business (10marks)

b) Explain the inhibitors of globalization (10marks)