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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: VIII

551/552 MG83 INTERNATIONAL BUSINESS

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define International business and give its importance in the modern business environment. **(5 Marks)**
b) Which theory is more relevant to today's international business? Why? **(5 Marks)**
c) Discuss the benefit of globalization to developing countries. **(10 Marks)**
2. a) Discuss the meaning of contractual strategic alliance. **(10 Marks)**
b) Explain in detail the limitation of contract manufacturing. **(10 Marks)**
3. a) Discuss how do MNC benefit from globalization? **(10 Marks)**
b) Multinational companies are affected by more than one culture at time .What are the cultural problems encountered by multinational companies? **(10 Marks)**
4. a) Explain the components of balance of payment (BOP) account and explain the economic implication of the deficit or surplus of BOP. **(10 Marks)**
b) Define balance of payments and explain the compositions of the balance of payments. **(10 Marks)**
5. a) Explain in the processing of export order. **(10 Marks)**
b) Discuss the responsibilities of manager imports. **(10 Marks)**
6. a) Illustrate with examples the barriers to international trade. **(10 Marks)**
b) Discuss the advantages to international trade. **(10 Marks)**
7. a) Discuss the economic impact of multinational companies. **(10 Marks)**
b) Discuss five unethical issues associated with multinational companies. **(10 Marks)**