



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Business Administration Programme
Second Semester 2021/2022 Examination

Level	: 300
Course Title	: International Management
Course Code	: BUS 314
Credit	: 2
Instruction	: Answer Question 1 & any other two questions.
Time Allowed	: 2 Hours
Date	: Tuesday, 19 th July 2022

- 1A. Define international management and state 3 of its objectives. (6 Marks)
- 1B. Discuss the key importance of International Management. (9 Marks)
- 1C. As an intending international business owner, would you hire your staff locally or internationally? Discuss this and support your claim with examples. (15 Marks)
- 2A. Who started the 'Diamond Model'? (3 Marks)
- 2B. According to the model, the ability of the firms in an industry whose origin is in a particular country to be successful in the international arena is shaped by four factors. State and discuss these factors. (12 Marks)
- 2C. International Management can be visualised in some other ways. Name them. (2 Marks)
- 2D. Mentions any three economic factors that impact international business. (3 Marks)
- 3A. What does the acronym NAFTA stand for? (3 Marks)
- 3B. Discuss the effects of competing in International Business. (12 Marks)
- 3C. Mention any five keys to successful international management. (5 Marks)
- 4A. Enumerate any five factors that influence international management. (10 Marks)
- 4B. Discuss the roles of an International Manager. (10 Marks)
- 5A. Mention the various Global Market Entry and discuss any four. (15 Marks)
- 5B. Explain what a company needs to do to have competitive edge in international market. (5 Marks)