



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

Level	: 400
Course Title	: International Business
Course Code	: BUS 406
Credit	: 3
Instruction	: Answer Question 1 & any other three Questions.
Time Allowed	: 2 Hours, 30 Minutes
Date	: Wednesday, 20 th July 2022

- (a) Business being an organised efforts of individuals to produce and sell for a profit, the goods and services, that satisfy the Society's needs using appropriate diagrams, discuss the three activities in details which a business must be perform in order to be successful either locally or internationally. *(20 Marks)*
- (b) Why is the profit aspect of business necessary? *(5 Marks)*
- Briefly explain the following:
- (a) Absolute Advantages *(8 Marks)*
- (b) Comparative Advantages *(7 Marks)*
- In deciding whether to go international or not, establish the factors to be considered by an organisation considering going international. *(15 Marks)*
- In deciding which market to enter, what are:
- (i) the Country's attractiveness *(8 Marks)*
- (ii) market indicators that will encourage the organisation to enter the market *(7 Marks)*
- Briefly discuss the barriers or restrictions, which companies going international are likely to face *(15 Marks)*
- In looking at the modes of entering multinational business, discuss the various methods involved in the exporting mode of entering international business *(15 Marks)*