



Riara School of Business
Nurturing business innovators

JANUARY – APRIL 2024 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY
BBA 305: GLOBAL BUSINESS MANGEMENT

DATE: APRIL, 2024

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Your company is set to expand into the global marketplace. Conduct a global **PESTEL** environmental analysis and advice on differences and similarities in location choice. **(12 Marks)**.
- b) You are an International Business consultant, senior management in Riara University is seeking clarity about RU's expansion into global markets. Provide advice in regard to any **FIVE** entry modes. **(10 Marks)**
- c) Global management and markets greatly depend on management assumptions or beliefs about the nature of the world. Evaluate this statement in the context of the **EPRG** framework. **(8 Marks)**

QUESTION TWO

- a) Assess **FIVE** theories of International Trade and Business. **(10 Marks)**
- b) Evaluate the concept of born global firms/ global start-ups based on **FIVE** elements needed by entrepreneurs to internationalize their start-ups. **(10 Marks)**

QUESTION THREE

- a) Clarify **FIVE types** of organizational structures managers can utilize in managing global operations. Cite advantages and disadvantages of each. **(10 Marks)**
- b) Discuss **FIVE** advantages and disadvantages accrued by member states of Africa Continental Free Trade Area (AfCFTA). **(10 Marks)**

QUESTION FOUR

- a) Discuss the statement that **MNC's** are a necessary evil and at the same time unnecessary evil. **(10 Marks)**
- b) Expound on the notion/ concept of **Levels of Strategy Formation and Decisions** in Global Business Management. **(10 Marks)**

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