

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY,JABI- ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**OCTOBER/NOVEMBER EXAMINATION 2016**

**COURSE CODE: ENT 419**

**COURSE TITLE: INTERNATIONAL BUSINESS I**

**CREDIT UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**Instructions:**

1. **Attempt question number one (1) and any other (2) questions.**
2. **Question number 1 carries 30 marks, while the other questions carry 20 marks each.**
3. **Present all your points in coherent and orderly manner.**

**QUESTION 1**

1. Discuss the major guidelines that can assist a manufacturer in making a good decision. You are to state and explain these guidelines or factors that must be taken into consideration. **15 marks**
2. Companies use two main channels of distribution when marketing abroad. Identify and explain them, including the advantages and disadvantages of each channel. **15marks**

**QUESTION 2**

1. Write short notes on the following:

* International Monetary Fund
* International Financial Corporation
* International Development Association

**12 marks**

1. State five primary functions of the African Development Bank**. 8marks**

**QUESTION 3**

1. With at least two examples, what do you understand by Free Trade Zones and state the benefits of a Free Trade zone. **15marks**
2. State the factors that must be considered when trying to Standardize or differentiate your products or services in a Foreign Market. **5 marks**

**QUESTION 4**

1. Identify and discuss the four stages of screening countries that will serve a Target Market. **20 marks**

**QUESTION 5**

1. Describe a Multinational Company by its Size**. 5 marks**
2. Identify and discuss the three Theories of Business. **15 marks**