



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 1 EXAMINATION**

**COURSE CODE: BUS419**

**COURSE TITLE: INTERNATIONAL BUSINESS**

**INSTRUCTIONS: 1. Indicate your Matriculation Number clearly**

**2. Answer questions one (1) 25marks and any other three (3) questions 15marks each.**

**TIME: 2hrs 30mins**

**QUESTION 1**

**1a.** Price is an important element in foreign business. However, international pricing situation is categorized into four. Explain the four category of international pricing situation. 12.5 marks

**1b.** An international business person must consider the most workable promotional mix for his product in order to gain international recognition and patronage. Explain the most appropriate promotional mix an international business person should consider. 12.5 marks

(TOTAL 25 MARKS)

**QUESTION 2**

**2a.** Explain what you understand by Foreign Distributed. 7.5 marks

**2b.** Explain what you know about Manufacturer's Export Agent. 7.5 marks

(TOTAL 15 MARKS)

**QUESTION 3**

**3a.** let's assume that a novice stop you on the road and ask you about Export Management Company (EMC), what will you say? 5 marks

**3b.** Do a juxtaposition of Export and Import. Besides, who exports? 10 marks

(TOTAL 15 MARKS)

**QUESTION 4**

**4a.** Give an account of the reasons why firms don't Export. 7 marks

**4b.** Where can you get your Export Counseling? 8 marks

(TOTAL 15 MARKS)

**QUESTION 5**

**5a.** Payment terms are usually offered by exporters to foreign buyers. Discuss the five types of payment terms in International business. 10 marks

**5b.** It is no longer meaningful to talk about the Nigerian Market, German market, the American market or the Japanese market, all these markets are looked as a single market because of globalization of market. Discuss. 5 marks

(TOTAL 15 MARKS)