



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: BUS 726

COURSE TITLE: GLOBAL ECONOMIC ENVIRONMENT

CREDIT UNIT: 3

TIME: 2 HRS

- INSTRUCTIONS:**
- 1. Indicate your Matriculation Number Clearly**
 - 2. Attempt question one (1) and any other two (2) questions: three questions in all**
 - 3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**
 - 4. Present all your points in a coherent and orderly manner.**

QUESTION ONE

- Define free trade. **(5MARKS)**
- Differentiate between direct selling and indirect selling in export strategy? **(10MARKS)**
- Discuss 3 factors a company needs to consider before making an export decision? **(15MARKS)**

QUESTION TWO

- What is effective negotiation?
- Discuss the process of negotiation? **(20MARKS)**

QUESTION THREE

- Explain rent for surplus theory in relation to international trade?
- How does the theory of factor proportions impact international trade? **(20MARKS)**

QUESTION FOUR

- State the 3 substantive agreement at the Uruguay round of the WTO?
- How has the WTO influenced international business? **(20MARKS)**