



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**COURSE CODE: BUS 419**

**COURSE TITLE: INTERNATIONAL BUSINESS**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**  
**2. Attempt question one (1) and any other three (3) questions; four questions in all**  
**3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**  
**4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½ Hours**

- 1a) The principles of absolute and relative advantage provide a primary basis for trade to occur, but the usefulness of these principles is limited by their assumptions. Discuss. **10 marks**
- 1b) Explain your understanding on globalization of markets. **10 Marks**
- 1c) Briefly discuss Form of Foreign Direct Investment (FDI). **5 Marks**
- 2a) What are the limitations of exporting and licensing as means for capitalizing on foreign market opportunities.
- 2b) Itemize the Theories of Foreign Direct Investment (FDI). **15Marks**
- 3a) Discuss the Political Argument for Trade Intervention.
- 3b) Explain the distinction between Domestic Based Export Merchants and Domestic-Based Export Agents. **15Marks**
- 4a) Since international marketing involves the extension of the analysis of planning and implementation of marketing resources and programmes to foreign markets. Analyze the Challenges in international Marketing. **11Marks.**
- 4b) List the processes of screening countries that will serve as target market. **4marks**
- 5a) What are the factors influencing Expansion alternative.
- 5b) Discuss the Determinants of Channel Types. **15Marks**