

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOUR YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 469: INTERNATIONAL OPERATIONS MANAGEMENT

STREAMS: BCOM Y4S2

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS

- **Answer question ONE and any other TWO questions**
1. a) Discuss any five reasons for doing business in many countries for world class manufacturers. (10 marks)
 - b) Explain the benefits of globalization of business in competitive business environment. (10 marks)
 - c) State and explain any five Business Environments that international business face while doing their business. (10 marks)
2. a) Discuss the benefits of outsourcing services for international businesses. (10 marks)
 - b) Discuss the competitive performance objectives for the world class manufacturers. (10 marks)
3. State and explain the factors that determine the location international businesses in a competitive environment. (10 marks)

4. a) Explain any five forms of international businesses that are used in marketing products in a global competitive environment. (10 marks)
- b) Discuss challenges of managing quality for international businesses that operate in many countries. (10 marks)
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