



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**Bachelor of Commerce Honours Degree in Human Resources
Industrial and Labour Relations Management**

International Business

HHRM 207

Part 2 Semester 1 Examination

Total Marks [100]

Date: December 2020

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any other three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss any four theories of International Business and explain how this can benefit any economy. (25)
2. Analyse how the recruitment and compensation of international employees can affect business operations in any economy such as Zimbabwe. (25)
3. Evaluate the **four** main elements of foreign environment affecting marketing activities of a firm in a foreign country. (25)
4. Explain the following terms as they are used in International Business:
 - (a) Trade Barriers (5)
 - (b) Cost benefit analysis (CBA) (5)
 - (c) Challenges in E-Marketing (5)
 - (d) Franchising (5)
 - (e) Strategic alliance (5)
5. (a) Explain two documents for International trade (10)
(b) Discuss how you would overcome cultural communication barriers in Multinational Companies. (15)
6. Examine **any five** reasons why firms engage in international business. (25)

End of Paper