

# CENTRAL UNIVERSITY COLLEGE



END-OF-FIRST SEMESTER EXAMINATION: 2012/2013

**DEPARTMENT OF MANAGEMENT AND PUBLIC  
ADMINISTRATION  
SBMG 309**

**INTERNATIONAL BUSINESS**

**LEVEL 300 -WEEKEND, MORNING & AFTERNOON**

**2 Hours**

STUDENT ID No.....

**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

STUD.

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INVIGILATOR**

# CENTRAL UNIVERSITY COLLEGE

## CENTRAL BUSINESS SCHOOL

### DEPARTMENT OF MANAGEMENT AND PUBLIC ADMINISTRATION

COURSE CODE: SBMG309: COURSE TITLE: INTERNATIONAL BUSINESS

ACADEMIC YEAR: 2012/13 END OF FIRST SEMESTER EXAMINATIONS

TIME ALLOWED: 2 ½ HOURS

ANSWER ALL QUESTIONS

(100 marks)

1. What is international business? (5 marks)
2. Explain **five (5)** major features of international business? (15 marks)
3. Explain **Five (5)** major importance of international business to the economy of Ghana? (15 marks)
4. Explain the term "**Globalisation**"? (5 marks)
5. What is free trade area? (5 marks)
6. Explain the term **cultural globalization**? (5 marks)
7. Explain the term **Economic Globalisation**? (5 marks)
8. Explain the term **Global Health**? (5 marks)
9. Explain the term **Global workforce**? (5 marks)
10. Explain any **four (4)** benefits of protectionism to the economy of Ghana? (12 marks)
11. Explain any **four (4)** benefits of free trade to the economy of Ghana? (12 marks)
12. Explain the term "**balance of payment**"? (5 marks)
13. Explain any **two (2)** methods that can be employed to penetrate a foreign market? (6 marks)