

**KIRIRI WOMEN UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**INRODUCTION TO MULTINATIONAL BUSINESS OPERATION**  
**DHR 010/DPS 010/ DHT 010**

**INSTRUCTIONS:**

- (i) Answer question ONE and any other TWO
- (ii) Do not write on the question paper

**QUESTION ONE**

**(30MARKS)**

- a) Define Multinational Corporation (2mks).
- b) Explain how multinational corporations increase their profit (8mks)
- c) State advantages of functional structure (10mks)
- d) Describe the management as a continuum 10mks)

**QUESTION TWO**

**(20MARKS)**

- a) Discuss Likerts Four Systems of Management. (10mks)
- b) Explain the scope of comparative management (10mks)

**QUESTION THREE**

**(20MARKS)**

- a) Explain *factors* which influence international financial strategy (10mks)
- b) Anaylze the multinational strategic management process (10mks)

**QUESTION FOUR**

**(20MARKS)**

- a) Discuss the matrix organization structure and explain its advantages (10mks)
- b) Explain argument against social responsibilities of multinational corporations (10mks?)

**QUESTION FIVE**

**(20MARKS)**

- a) Explain reasons for the growth of multinational corporations (10mks)
- b) Briefly discuss of the advantages division product organization structure (10mks)