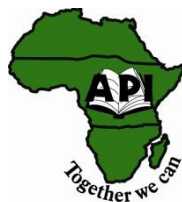


# AFRICA POPULATION INSTITUTE (API)



## BACHELORS OF BUSINESS ADMINISTRATION

### YEAR TWO SEMESTER TWO

COURE CODE	COURSE NAME	LH	TH	PH	CH	CU
APBBS 2201	Business Finance	45	15		60	4
APBBS 2202	Trade and Investments	45	15		60	4
APBBS 2203	Marketing Principles	45	15		60	4
APBBS 2204	Project Monitoring and Evaluation	45	15		60	4
APBBS 2205	Purchasing and Supplies Management	45	15		60	4
APBBS 2206	Money and Banking	45	15		60	4
APBBS 2207	Internship/ Industrial Training		15	45	60	4

### Course Works

APBBS 2201	<p>Business Finance</p> <p>PAPER CODES: APBBS 2201</p> <ol style="list-style-type: none"> <li> <ol style="list-style-type: none"> <li>Discuss the relevancy of budgeting to the government operations</li> <li>Differentiate between a capital budget and cash budget.</li> <li>Write briefly on the section of a cash budget.</li> </ol> </li> <li> <ol style="list-style-type: none"> <li>A government needs money to carry out its programmers. Discuss the ways how it can raise money to support such programs?</li> <li>How is public finance managed?</li> </ol> </li> <li> <ol style="list-style-type: none"> <li>What are the economic functions</li> <li>Explain the implication of law of rights and obligations of relationship in Banking.</li> </ol> </li> </ol>
APBBS 2202	<p>Trade and Investments</p> <p style="text-align: center;"><b>INTERNATIONAL TRADE AND INVESTMENTS</b></p> <p style="text-align: center;">PAPER CODES: <b>APDHR 104</b></p> <ol style="list-style-type: none"> <li> <ol style="list-style-type: none"> <li>Describe at least 5 policies that can be used to achieve protectionist goals in international trade.</li> <li>Give at least 5 arguments against protectionism.</li> <li>Distinguish between a Bilateral Trade Agreement and a Bilateral Investment Treaty.</li> </ol> </li> </ol>

	<p>2. a) What are the functions of the world trade organization? (WTO)  b) Discuss the reasons why companies get involved in divestiture.  c) Discuss at least 5 foreign direct investment incentives.</p> <p>3. a) Discuss the major barriers to trade for the developing countries in international trade.  b) Discuss the advantages of having a global economy.</p>
APBBS 2203	<p>Marketing Principles</p> <p style="text-align: center;"><b>PAPER CODES: APDBA 403, APDLPS 403, APDFA 403</b></p> <p>1. a) What are the four dimensions of marketing effectiveness.  b) Briefly explain the five factors during market effectiveness.</p> <p>2. a) How is market segmentation important to a sales executive.  b) Why is positioning crucial for market segmentation.</p> <p>3. a) There are four elements of market mix explain them.  b) What are the approaches of market mix enlargement?  c) Outline the different types of brand.</p>
APBBS 2204	Project Monitoring and Evaluation
APBBS 2205	Purchasing and Supplies Management
APBBS 2206	Money and Banking
APBBS 2207	Internship/ Industrial Training

**For details visit us on; [www.africapopulation.net](http://www.africapopulation.net)**

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