



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 306: INTERNATIONAL MARKETING

DATE: 12/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

Read the case study below and answer questions that follow:

MCDONALD'S MARKETING MIX (4PS)

McDonald's Corporation uses its marketing mix (4P) to support global growth and maintain its leading position in the fast-food restaurant chain industry. Its marketing mix (4Ps) involves various approaches that meet business concerns in different fast food restaurant markets around the world. The marketing mix defines the strategies and tactics that a company uses to reach target customers, in terms of products, place, promotion, and price (the 4Ps). McDonald's has corporate standards that its marketing mix applies globally. For example, the company's corporate standards for productivity are implemented in the management of each company-owned and franchised location. McDonald's also applies some variations in its marketing mix to suit the conditions of local or regional markets. For instance, the company's promotion strategies and tactics focus on print media in countries where such media are most popular, and prioritize television in other markets.

- a) Describe the marketing mix strategy that McDonalds applies in implementing its corporate standards for productivity. (3 marks)
- b)
 - i Identify **two** strategies that McDonalds use in its promotion mix. (2 marks)
 - ii Explain how the above identified strategies work. (4 marks)
- c) Explain **three** advantages that McDonald would enjoy if it used standardized campaigns. (6 marks)

- d) Explain **four** problems it would face by using the standardized campaigns. (8 marks)
- e) Nowadays most organizations are venturing into international marketing. Explain four forces that are driving them into this market. (8 marks)

QUESTION TWO (20 MARKS)

- a) Clearly explain **five** factors in the political environment of international marketing showing how they affect its operations. (10 marks)
- b) Mr. Joseph Kariuki, an employee of ABC International Company, has been posted to head the Sales Team in his company office located in Taiwan. As his supervisor, clearly explain to him **five** roles of his new position. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain **five** factors that affect the choice of source of finance for international marketing operations. (10 marks)
- b) Explain **five** structures of international sales organizations (10 marks)

QUESTION FOUR (20 MARKS)

- a) Venturing into international marketing requires a lot of planning, with an aid of diagram, describe the international marketing planning process. (10 marks)
- b) There are several forms of regional groupings each with a different mandate to its member countries.
 - i. Identify four of those groupings (2 marks)
 - ii. Discuss how each of the groups mentioned above operates. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Explain **five** challenges that a firm exporting its products may face in the international market. (10 marks)
- b) Explain **five** reasons for regional economic integration. (10 marks)