MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA306: INTERNATIONAL MARKETING

DATE: **TIME:**

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (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.
(2 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 f**our** 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) Explain five challenges in internationals sales management (10 marks)

b) As an international marketer, explain five aspects of culture showing how they would affect your choice of promotion mix. (10 marks)

QUESTION THREE (20 MARKS)

a) A new employee has been posted to your branch to head the Sales Team of your organization. As his immediate supervisor, clearly explain to him the roles of his new position. (10 marks)

b) Explain five characteristics of international marketing, (10 marks)

QUESTION FOUR (20 MARKS)

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

b) In five points, explain the rational of regional economic integration. (10 marks)

QUESTION FIVE (20 MARKS)

a) Import-export business has been a big success all world over. Explain five reasons that can be attributed to this success. (10 marks)

b) Discuss with a aid of a diagram, the steps involved in planning for international markets (10 marks)