



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 306: INTERNATIONAL MARKETING

DATE: 6/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

- This paper consists of two sections
- Section A is compulsory (30 marks)
- Answer any two questions from section B (Each 20 marks)

SECTION A

QUESTION ONE (30 MARKS)

International trade is one of the hot industries of the new millennium. As the world becomes more and more technologically advanced, lots of barriers that made such a move impossible some years back have been overcome. Apart from the traditional export-import business that was the norm before, so many other strategies of availing products/services in the international market have been adopted some of which have a great development and economic impact in the host countries as well as the trading firm. Different countries have come together to form trading blocs to assist in the promotion of trade among member countries further creating an enabling environment for international marketing. However, this is not to say that international marketing is seamless as it may sound.

- a) Enumerate five benefits of international marketing (5 marks)
- b) Explain six problems faced by firms operating in international markets (6 marks)
- c) Explain how political environment may affect the programs and activities of a marketer in an international market. (5 marks)
- d) Explain the advantages that a country would enjoy by being a member of a trading bloc. (8 marks)
- e) Explain three reasons why imports are such a big business around the world (6 marks)

SECTION B

QUESTION TWO (20 MARKS)

- a) Clearly explain five factors that affect the choice of finance for international marketing 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 the roles of his new position. (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe the various types of international market marketing mix (10 marks)
- b) Social-cultural environment of a host country can greatly affect the activities of a market. Clearly identify five aspects of this environment and show how they can influence the marketing activities of a marketer. (10 marks)

QUESTION FOUR (20 MARKS)

- a) With an aid of diagram, describe the international marketing planning process. (10 marks)
- b) Describe the features of an international market (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe five strategies that a firm may use to avail its products to an international market. (10 marks)
- b) Clearly explain the differences between international and domestic market (10 marks)