MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 306: INTERNATIONAL MARKETING

DATE: 1/8/2017 **TIME: 8:30 – 10:30 AM**

INSTRUCTIONS

Answer question ONE and any other TWO questions

1. ABC Company is thinking of venturing to the Asian market with its range of foodstuffs products. The marketing manager has been asked to prepare a report on the possibilities of success.
   a) Explain Five issues in the political legal environment that he will need to consider to succeed. (10 marks)
   b) Explain the criteria he will use to decide whether to standardize or adapt his products (10 marks)
   c) Discuss the elements of culture that may influence the entry of Abc company in the Asian market. (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

2. a) Explain the factors that make company's sell their products abroad. (10 marks)

   b) Highlight the problems of collecting data in less developed countries. (10 marks)

3. a) Outline Five documents used by companies while exporting their Products. (10 marks)

   b) Matamu Company has ventured into the Middle East with its range of Pvc products The management has decided to use its own Salesforce. Explain the problems they are likely to face. (10 marks)

4. a) Indiana PLC Company insists on using Exhibitions to promote its products.

   Explain the criteria they will use to select the best exhibitions. (10 marks)

b) Discuss the benefits that Tanzania will get by being in the East African community market. (10 marks)

5. a) Explain the alternative market entry strategies that a company can use when venturing international markets. (10 marks)

b) Explain the alternative middlemen that can be used in international markets. (10 marks)