MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

FIRST SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 306: INTERNATIONAL MARKETING

Date: 8/12/2015 **Time: 8:30- 10:30 AM**

INSTRUCTIONS

Answer Question One on Section A and Any Other Two Questions From Section B

QUESTION ONE

a. Define the following terms;

(i) International trade (2 marks)

(ii) International marketing (2 marks)

(iii) Controllable elements (2 marks)

(iv) Domestic uncontrollable (2 marks)

(v) Foreign uncontrollable (2 marks)

b. Explain the work of the following institutions;

(i) GATT (4 marks)

(ii) IMF (4 marks)

(iii) WTO (4marks)

c. Citing examples, discuss the various levels of economic development. (4 marks)

d. In your opinion, what factors have influenced the pattern and volume of your country's International Marketing. (4 marks)

SECTION B: 40 MARKS: ANSWER ANY TWO QUESTIONS

QUESTION TWO

a. Discuss in detail the international marketing environment. (10 marks)

b. Explain the political risks that an international marketer is potentially faced with. (10 marks)

QUESTION THREE

a. Discuss how the diversification of languages spoken in different countries influence international marketing. (10 marks)

b. Briefly discuss the major international marketing decisions indicating how they differ from those of domestic marketing. (10 marks)

QUESTION FOUR

a. Explain the export restrictions citing the revisions to the export control provisions of the EAR. (10 marks)

b. Analyze the frequently encountered trade restrictions besides tariffs. (10 marks)

QUESTION FIVE

Explain each phase of the international planning process. (20 marks)