



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF BUSINESS LEADERSHIP

END OF TERM EXAMINATION-ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM 4113

COURSE TITLE: INTERNATIONAL MARKETING

EXAM DATE: TUESDAY 29 MARCH 2016

TIME: 900HRS – 1200HRS

INSTRUCTIONS

Read all questions carefully before attempting.

Answer FIVE QUESTIONS only

Write your student number on the answer booklet provided.

QUESTION ONE

- a. Define the following terms
 - i. International marketing (2mks)
 - ii. A Grey market (2mks)
- b. Show how international and domestic marketing are similar (6mks)
- c. Discuss the significance of Technological Changes in the world of business today (10mks)

QUESTION TWO

- a. Citing relevant examples, explain briefly **Four** benefits of Product Standardization (8mks)
- b. Discuss the criteria for international market selection (12mks)

QUESTION THREE

- a. Why would you encourage a business person intending to go international to use indirect export method (10mks)
- b. Briefly explain the demerits of international franchising (10mks)

QUESTION FOUR

- a. How would conducting international market research help a marketer intending to venture in to the global market (10mks)
- b. Discuss **five** external factors influencing international pricing of products (10mks)

QUESTION FIVE

- a. Explain **Four** determinants of channel design in international marketing (8mks)
- b. Discuss **Four** characteristics of culture (8mks)
- c. Give **two** reasons why some business persons are willing and eager to offer bribes (4mks)

QUESTION SIX

- a. Discuss **four** functions of the World Trade Organization (8mks)
- b. Give **three** reasons explaining why Economic Integration is of great significance to International marketers (6mks)
- c. Examine **three** protectionist policies used by countries to restrict inter-trade (6mks)