PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF BUSINESS LEADERSHIP

END TERM EXAMINATION

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUS4113|CMK403

COURSE TITLE: International Marketing

EXAM DATE: MONDAY 2nd DECEMBER 2016

Time: 0900HRS-1200HRS

INSTRUCTIONS

- ***Read all questions carefully before attempting.***
- ***Write your student number on the answer sheet provided***
- **Answer All Questions In Section A And Any Four Questions**

QUESTION ONE

a) There are certain limitations which interfere with the extent to which a firm can perform its marketing activities across national frontiers. Explain FIVE of these limitations. **(10 Marks)**

b) Discuss the major factors that affect International pricing decisions. **(10 Marks)**

c) Provide at least FIVE reasons why understanding the political environment of the host country is so important to marketers. **(10 Marks)**

d) Using examples, Distinguish among patent, trademark, copyright, and infringement. **(4 Marks)**

e) Explain how the legal environment can have an impact on a company's marketing mix **(2 Marks)**

f) Outline the FOUR phases of international marketing involvement. **(4 Marks)**

QUESTION TWO

a) By giving examples in each case, discuss FIVE different foreign market entry strategies. **(10 Marks)**

b) Highlight FIVE ways in which Internet and e-commerce may be used in marketing a firm globally **(5 Marks)**

QUESTION THREE

a) Explain FIVE reasons why companies engage in international business **(5 Marks)**

b) Discuss the different tariff and non-tariff barriers that a government can use as barriers to international trade. **(10 Marks)**

QUESTION FOUR

a) Using examples, examine the reasons why marketing strategies fail in international markets. **(10 Marks)**

b) Highlight FIVE various commercial documents required for shipment of export goods. **(5 Marks)**

QUESTION FIVE

a) Outline FIVE elements of culture and how they impact upon international marketing. **(5 Marks)**

b) Trade restrictions have both negative and positive effects in international trade. Discuss FIVE positive aspects of trade restrictions. **(10 Marks)**

QUESTION SIX

a) Highlight FIVE factors that have led to the development of global market **(10 Marks)**

b) Explain the factors that make international advertising more difficult than domestic advertising **(5 Marks)**