PAN AFRICA CHRISTIAN UNIVERSITY

PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4113: INTERNATIONAL MARKETING

TUESDAY, NOVEMBER 27, 2012

1800HRS – 2100HRS

INSTRUCTIONS

- This Exam Script has **FIVE (5)** Questions.
- Answer **any FOUR** questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

PAN AFRICA CHRISTIAN UNIVERSITY

BUM4113: INTERNATIONAL MARKETING.

EVEN.

INSTRUCTIONS.

Answer only *four* questions

Q1.(a) Explain why the study of international marketing is important.

(6marks)

(b) How does the international marketing differ from domestic marketing?

(8marks)

(c) Discuss the disadvantages of globalization.

(6marks)

Q2(a). Describe briefly the following theories of international trade.

I. The absolute advantage by Adams smith

II. Comparative advantage by David Ricardo. **(4marks)**

(b) What are the opportunities created by exporting?

(8marks)

(c) Explain the risks associated with exporting.

(8marks)

Q3.(a) Discuss any two economic factors that reflect the country's attractiveness as a market.

(12 marks)

(b) With the aid of examples identify and explain any four indicators of market potential.

(8marks)

Q4.Describe citing relevant examples the major global market entry strategies.

(20marks)

Q5.(a)Explain the following terminologies as used in international operations.

i) Standardization.

ii) Adaptation. **(2marks)**

(b) Discuss any three product adaptation strategies applicable in global markets. **(6marks)**

(c) Explain the following terminologies as applicable in international trade.

i) Trade creation.

ii)Trade diversion **(4marks)**

(d)Discuss the benefits of customs union. **(8marks)**