



PAN AFRICA CHRISTIAN UNIVERSITY
END OF TERM EXAMINATION
BUM4113: INTERNATIONAL MARKETING
MONDAY JULY 28TH, 2014
0800HRS – 1100HRS

INSTRUCTIONS

- This exam paper has **Seven** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.

Answer FIVE questions only; all questions carry equal marks

1. a) International marketing differs significantly with domestic marketing. Critically discuss this statement. **(15 marks)**
b) Outline five similarities between international marketing and domestic marketing. **(5marks)**
2. a) What are the main reasons behind companies engaging in international operations? **(10 marks)**
b) Citing examples as appropriate, explain the benefits of engaging in international operations. **(10 marks)**
3. a) Explain the following international marketing orientations and at least three main features for each.
 - i. Ethnocentric Orientation **(4marks)**
 - ii. Polycentric Orientation **(4marks)**
 - iii. Regiocentric Orientation **(4marks)**b) Explain any three indicators of political risk in international marketing and at least two ways of managing those risks. **(8marks)**
4. a) Culture affects international marketing in different ways. Discuss any **four elements** of culture and their application in international marketing. **(8marks)**
b) Discuss the various forms of economic integration in international engagements. Give examples as appropriate. **(12marks)**
5. With relevant examples, explain the following international market entry strategies.
 - i. Indirect exporting **(8 marks)**
 - ii. Direct exporting **(4marks)**
 - iii. Foreign production **(8marks)**
6. a) Differentiate between standardization and adaptation in international marketing. **(2marks)**
b) Explain the factors that determine standardization or adaptation decisions in international operations? **(10 marks)**
c) Discuss the benefits of standardization of products in international marketing? **(8 marks)**
7. Evaluate the major determinants of international pricing decisions. **(20 marks)**