



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION (INDEPENDENT STUDY)

BUM4113: INTERNATIONAL MARKETING

WEDNESDAY, JULY 27, 2011

1800HRS – 2100HRS

INSTRUCTIONS

- This Exam Script has **SIX (6)** Questions.
- Answer **ANY FIVE** questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

International Marketing (BUM4113)

May – July Term; Final Exam
(3 hours)

Answer any five questions.

Question one:

Analyze in detail the SLEPT factors and their implications to International Marketing.
(20 Marks)

Question two:

After a successful turnaround of the Uchumi Supermarket and its continued robust growth the managers are considering opening a branch in Juba South Sudan. You have been approached as a consultant to offer advice on how Uchumi Supermarket should approach the implementation of this decision. Write an essay of approximately two pages or 500 words describing how you would go about accomplishing the assignment. (20 Marks)

Question three:

- a) Describe the different levels of an organization's market presence in a foreign country. (10 Marks)
- b) Briefly explain the various challenges faced in international marketing research and strategies used by managers to overcome them. (10 Marks)

Question four:

- a) Discuss the various strategies for International Market Segmentation. (10 Marks)
- b) Using Abraham Maslow's Hierarchy of needs explain how cultural factors influence the meeting of needs by consumers in a foreign market. (10 Marks)

Question five:

- a) Discuss factors that influence pricing of products and services in the international market. (10 Marks)
- b) Explain, giving examples, the five product and communication strategies used by marketers in the international market. (10 Marks).

Question six:

Discuss how marketers go about international consumer behaviour and market segmentation. (20 Marks).