



# The Co-operative University of Kenya

## SUPPLEMENTARY / SPECIAL EXAMINATION OCTOBER-2019

### EXAMINATION FOR THE DIPLOMA IN MARKETING

UNIT CODE: DMDM 1104

UNIT TITLE: INTERNATIONAL MARKETING

**DATE: 4<sup>TH</sup> OCTOBER, 2019**

**TIME: 2:00 PM – 4:00 PM**

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#### **INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

#### **QUESTION ONE**

- (a) Explain the significance of international marketing in today's business (4 marks)
- (b) Explain the theory of comparative advantage as it relates to international trade (4 marks)
- (c) Briefly describe the **FOUR** key elements of international marketing mix, giving relevant examples (12 marks)
- (d) Giving relevant examples, briefly describe **FOUR** major international marketing environment forces (12 marks)

#### **QUESTION TWO**

- (a) Briefly explain **FIVE** types of decisions that firms engaging in international marketing must consider (10 marks)
- (b) **DESCRIBE FIVE** barriers faced by marketers in the global market (10 marks)

#### **QUESTION THREE**

- (a) Discuss **FIVE** foreign market entry strategies commonly used by international firms (10 marks)
- (b) Explain **FIVE** benefits of international marketing (10 marks)

#### **QUESTION FOUR**

- (a) Briefly explain the 'Three product strategies applicable by international marketers (9 marks)
- (b) Using relevant examples, discuss **FOUR** market segmentation variables showing how companies can use those variables to segment their markets in the international marketplace (10 marks)

#### **QUESTION FIVE**

Describe the following concepts as applied in international marketing:

- (a) Regional economic groupings (5 marks)
- (b) International trade (5 marks)
- (c) Standardized global marketing (5 marks)
- (d) International promotion strategy (5 marks)