



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS (YR IV SEM II)**

UNIT CODE: HCOB

UNIT TITLE: INTERNATIONAL MARKETING

DATE: 9th DECEMBER 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

In the recent past there has been an increase in the number of Kenyan companies extending their services to the neighboring countries.

- (a) What factors might affect the method of entry decision for these companies before venturing into their respective international markets? (12 Marks)
- (b) Explain reasons for a company to consider overseas manufacturing? (8 Marks)
- (c) Briefly define joint ventures and discuss the advantages over other entry modes. (10 Marks)

QUESTION TWO

- (a) XYZ Company has been operating in Kenya for the last 10 years. The company deals with soft drinks and over the recent years the company has experienced and increased demand in its products. After carrying out research the company has decided to extend its market to neighboring Uganda to tap on the opportunities there. Discuss the internal factors to be considered by the company deciding to go global for the first time. (10 Marks)
- (b) Companies operating in international markets do face challenges that determine the success of the firm in its endeavour. Examine how environmental variables can contribute to a firm's position. (10 Marks)

QUESTION THREE

- (a) What are the **THREE** factors that would govern the choice of a distribution channel in international market scenes. (10 Marks)
- (b) Discuss benefits that a firm would derive from using overseas marketing agents. (10 Marks)

QUESTION FOUR

- (a) Most international companies regularly engage in marketing research. Examine the challenges that are encountered in carrying out marketing research in developing countries. (10 Marks)

- (b) Give relevant examples, discuss the major environmental forces to consider while developing international marketing strategies. (10 Marks)

QUESTION FIVE

- (a) Discuss the main internal and external influences on pricing for a company operating the international scene. (10 Marks)
- (b) Illustrate the factors that make export pricing more complex than domestic pricing? (10 Marks)