

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/BACHELOR OF COMMERCE**

UNIT CODE: HCOB 2315/HBM

UNIT TITLE: INTERNATIONAL MARKETING

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Briefly describe the term international marketing (2 marks)
- (b) Describe FIVE approaches companies use to enter international markets (8 marks)
- (c) Explain FOUR major factors firms consider when pricing their products in international markets (8 marks)
- (d) Briefly explain THREE global communications strategies constraints faced by companies in international markets (6 marks)
- (e) Describe the behavioural orientation of firms participating in international marketing (6 marks)

QUESTION TWO

- (a) Briefly describe the nature of international marketing (6 marks)
- (b) Describe the macro environmental factors that influence marketing activities in the international markets (8 marks)
- (c) Describe THREE main market segmentation bases in international markets (6 marks)

QUESTION THREE

- (a) Describe the role of marketing information system in international (8 marks)
- (b) Explain the factors that influence the implementation of strategic marketing plan in international markets (6 marks)
- (c) Explain the factors that influence the product purchase decision of customers in international markets (6 marks)

QUESTION FOUR

- (a) With relevant examples discuss FOUR factors that influence the adoption of distribution strategies deployed by companies in International markets (12 marks)
- (b) State and briefly explain the several ways that the price can be changed in international markets (8 marks)

QUESTION FIVE

- (a) Describe the demerits and merits of the organizational structure used by marketing organization in International markets (8 marks)
- (b) Describe the demerits and merits of the organizational structure used by marketing organization in international markets (8 marks)
- (c) Outline the stages of domestic to global evolution of International firms (4 marks)

(d)