



**The Co-operative University College of Kenya**  
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

**END OF SEMESTER EXAMINATION APRIL-2015**

**EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS**

**UNIT TITLE: INTERNATIONAL MARKETING**

**DATE: 27<sup>TH</sup> APRIL, 2015**

**TIME: 9.00 A.M. – 11. 00 A.M.**

**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) International trade and international marketing are related but they do not mean the same thing.
- Explain the meaning of international marketing (2 marks)
  - Distinguish between international trade and international marketing. (8 marks)
- (b) Enumerate on the challenges you are likely to encounter when venturing in international markets. (10 marks)

**QUESTION TWO**

You have been appointed as the new marketing manager of Utimishi Company. You are tasked with responsibility of extending your products to the international market.

- (a) Briefly explain the problem you are likely to encounter in carrying out international marketing research. (10 marks)
- (b) Discuss how you would deal with the international marketing research problems discussed above. (10 marks)

**QUESTION THREE**

- (a) State and explain FIVE strategies / elements of promotion that can be used in international marketing. (10 marks)
- (b) Discuss FIVE considerations for a marketer before choosing the channels of distribution in international markets. (10 marks)

**QUESTION FOUR**

- (a) The Boston consulting group (BCG) Matrix is an important planning model that can be used by a marketer before choosing to expand in international markets. Explain the BCG Matrix and its relevance to a marketer. (10 marks)
- (b) Explain the meaning of international marketing planning and highlight the elements of an international market plan. (10 marks)

**QUESTION FIVE**

Whether or not a firm is considering expanding into international markets depends on various considerations. Discuss these considerations. (20 marks)

