



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4404: INTERNATIONAL MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Distinguish between the following terms:
 - i) Marketing management and international marketing management. **(4 marks)**
 - ii) International marketing and global marketing. **(4 marks)**

- b) Regional integration generally and East Africa in particular, has long and complex history. Regionalism has been promoted as an efficient means of fostering closer economic cooperation. In view of this information explain **FIVE** roles of regional integration in promoting international marketing. **(10 marks)**

- c) Multinational Enterprises (MNEs) have gone through various stages of evolution. Describe the stages in the evolution of MNEs. **(12 marks)**

QUESTION 2

- a) Explain **FOUR** segmentation techniques which international companies can use in international markets. **(8 marks)**
- b) KETEPA tea is a truly Kenyan brand that have an appeal, not only at home, but also in the international markets as well. Explain **SIX** considerations that should be taken into account in packaging for different markets. **(12 marks)**

QUESTION 3

- a) Discuss the arguments advanced for adopting product standardization in international marketing. **(10 marks)**
- b) Quite a number of Kenyan companies have extended their business across East Africa. What are the possible reasons for this? **(10 marks)**

QUESTION 4

- a) Advertising in international markets faces certain constraints. Explain **FOUR** of these constraints. **(8 marks)**
- b) Explain briefly, using relevant examples the following approaches in foreign manufacturing:
- i) Assembly
 - ii) Licensing
 - iii) Joint ventures
- (12 marks)**

QUESTION 5

- a) Explain **FIVE** factors influencing the channel selection for international goods. **(10 marks)**
- b) Political Risk Analysis (PRA) is an important undertaking for any business involved in international marketing. Identify and explain **FIVE** types of political risks that can face a business. **(10 marks)**