

## BMK 4404 INTERNATIONAL MARKETING

### QUESTION ONE

- a) Explain the meaning of international marketing (2 marks)
- b) Explain four ways of developing foreign markets (8 marks)
- c) Explain two types of licensing (4 marks)
- d) Explain five benefits of direct foreign investment (10 marks)
- e) Explain three products introduction strategies (6 marks)

### QUESTION TWO

- a) Using examples explain uncertainties associated with marketing abroad (12 marks)
- b) Explain four importance of segmentation, targeting and positioning (8 marks)

### QUESTION THREE

- a) Explain six foreign market entry strategies (12 marks)
- b) Explain reasons why firms go international (8 marks)

### QUESTION FOUR

- a) Briefly explain the constraints on global communication strategies (10 marks)
- b) Explain promotional objectives of international marketing (10 marks)

### QUESTION FIVE

- a) Discuss the international marketing environment (12 marks)
- b) Discuss contemporary issues in international marketing (8 marks)