



## TECHNICAL UNIVERSITY OF MOMBASA

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School of Business

Department of Business Administration

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**BACHELOR OF COMMERCE**  
**BMK 4404: INTERNATIONAL MARKETING**  
**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2025**

**TIME: 3 HOURS**

**DATE: 6 May 2025**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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**Question ONE**

- a) Explain the concept of international marketing and how it differs from domestic marketing. (8 marks)
- b) Explain how political and legal environments impact international marketing decisions. (10 marks)
- c) Compare different modes that companies use to enter international markets. (12 marks)

**Question TWO**

- a) Describe the key factors that influence a company's decision to enter an international market. (10 marks)
- b) Compare and contrast standardization and adaptation strategies in international marketing. (10 marks)

### **Question THREE**

- a) Discuss the role of cultural factors in shaping international consumer behaviour. (10 marks)
- b) Identify and explain the key pricing strategies used in international marketing. (10 marks)

### **Question FOUR**

- a) How can multinational companies use social media to enhance their global marketing strategies? (10 marks)
- b) Explain the concept of transfer pricing and its significance in multinational corporations. (10 marks)

### **Question FIVE**

- a) Discuss the ethical challenges faced by multinational companies in global markets. (10 marks)
- b) Explain the role of digital marketing in international business expansion. (10 marks)