TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINTRATION

BACHELOR OF COMMERCE

BMK 4404: INTERNATIONAL MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

DATE: Pick DateJuly 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.

Question ONE

a) Differentiate between international and domestic marketing.
(10 marks)

b) Kenya is host to a number of Multinational Corporations (MNCs). Discuss how the country benefits from MNCs.
(12 marks)

c) Marketing managers intending to go international are faced with a number of decisions. Explain FOUR of these decisions.
(8 marks)

Question TWO

a) Viatu Limited is a local footwear manufacturing company. Explain FIVE stages of international marketing involvement that the firm can take.

(10 marks)

b) In undertaking international marketing, it is important to understand a foreign country's instruments of economic policy. Explain FIVE of these instruments.

(10 marks)

Question THREE

a) Political stability is a central focal element in international marketing. Discuss the following political risks that can befell a firm.
   (i) Confiscation
   (ii) Expropriation
   (iii) Domestication
   (iv) Forced divestiture

(8 marks)

b) Discuss the following foreign market entry strategies.
   (i) Piggyback
   (ii) Contract manufacturing
   (iii) Joint venture
   (iv) Franchising

(12 marks)

Question FOUR

a) Marketing laws regulate marketing activities both in the local and foreign markets. Explain such marketing laws.

(10 marks)

b) International logistics management is concerned with the physical distribution of products. Explain FIVE factors that influence the choice of distribution method at international markets.

(10 marks)

Question FIVE

a) With respect to product decisions in international markets, argue for and against product standardization.

(12 marks)

b) The task of determining prices in international marketing is complicated. Discuss the factors that influence price determination in international markets.

(8 marks)