

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE

BCOM 423: INTERNATIONAL MARKETING

STREAMS: BCOM (ODEL)

TIME: 2 HOURS

DAY/DATE: THURSDAY 07/10/2021

2.30 P.M. – 04.30 P.M.

INSTRUCTIONS

- Answer question ONE and any other two questions
- Do not write anything on the question paper

Question one

- Differentiate between domestic and international markets (5 marks)
- Identify and explain, the criteria you would use when evaluating potential export markets. (7 marks)
- Discuss the reasons for standardization and adaptation of communication strategy in international marketing. (12 marks)
- Explain six international marketing risks that an international marketer must address. (6 marks)

Question two

- An international marketer can avoid legal conflict by understanding the reasons conflict arise in the first place. Identify and discuss the legal concerns that relate to international marketing. (10 marks)
- Evaluate the demerits of multinational Enterprises (MNEs). (10 marks)

Question three

Assist a group of exporters in your county to understand the following international entry strategies by citing their weaknesses and strengths.

- a) Franchising (10 marks)
- b) Joint ventures (10 marks)

Question four

- a) Briefly explain the major non-tariff barriers that influence international marketing. (10 marks)
- b) Discuss the major product decisions that an international marketing executive should make. (10 marks)

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