

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE IN
BEEM 323: INTERNATIONAL MARKETING FOR SMALL BUSINESS**

STREAMS: Y3 S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/11/2020

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question One and Any other Two Questions

Question One

- a) Distinguish between domestic and international marketing. (4marks)
- b) Explain the characteristics of an international firm. (8 marks)
- c) Discuss other benefits of international marketing. (10 marks)
- d) Discuss the challenges facing member countries of EAC in conducting international trade. (8 marks)

Question Two

- a) Discuss five motivating forces for internationalization by firms. (10 marks)
- b) Discuss the trade barriers that hinder international business. (10 marks)

Question Three

Your county government intends to market its Agricultural products in Europe. Explain to the management board the below international business issues:

- i. The factors to consider when choosing a country for its marketing activities.(8 marks)
- ii. The home country laws to be considered in entering global markets. (12 marks)

Question Four

Giving practical examples, discuss the international marketing strategies a local firm in the manufacturing sector can use to enter the international market. (20 marks)

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