

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**BEEM 323: INTERNATIONAL MARKETING FOR SMALL BUSINESS**

**STREAMS: BEEM Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 22/03/2021**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions**

**QUESTION ONE**

Dozens of foreign companies are moving their regional and continental headquarters to Rwanda and Tanzania, which is supported by ease of travel and a pleasant lifestyle. This means that industries such as construction, real estate and services to corporations are growing steadily in the two countries, and will continue to do so.

As the largest economy in the EAC, Kenya has been a regional leader, setting the pace for its peers in the proposed political federations. Kenya also has better infrastructural and Information, Communication and Technology (ICT) developments compared to its neighbours. This has given it an advantage over the rest, making it attractive to investors in sectors that have been identified as key economic drivers for the continent.

**QUESTIONS**

- Explain the driving forces for foreign firms moving to Rwanda and Tanzania. (10 marks)
- Discuss the benefits of international markets to the two countries. (10 marks)
- Explain five firm specific variables that the foreign firms should consider in selecting the mode of entry to the two countries. (10 marks)

**QUESTION TWO**

- Discuss any five restraining forces in international marketing. (10 marks)

- (b) “Marketers who ignore cultural differences risk failure in implementing marketing programs” Discuss. (10 marks)

**QUESTION THREE**

Mambo Leo Company Ltd has been implementing its growth strategy over the years, and now intends to enter the international market.

- (a) Explain why the firm should conduct international marketing research. (8 marks)
- (b) Explain six growth strategies that Mambo Leo Ltd can use to explore the international market. (12 marks)

**QUESTION FOUR**

- (a) Marketing communication is one of the most critical functions of any business. Describe any six promotion decisions that a manager can use to communicate to the potential international market. (12 marks)
- (b) Discuss the challenges facing Kenya firms in managing marketing activities in the international markets. (8 marks)
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