

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF ENTREPRENEURSHIP AND SMALL BUSINESS  
MANAGEMENT**

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

**STREAMS: BEEM (Y3S1)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 02/12/2019**

**2.30 P.M. – 4.30 P.M.**

---

**INSTRUCTIONS: Answer question ONE and any other TWO questions**

**QUESTION ONE (CASE STUDY)**

**Read the below case study and answer the questions that follow.**

**Kenya among top investment destinations**

Kenya is among the top three preferred investment destinations in Africa, a survey by the Africa business panel has found. The country was listed third, after South Africa and Nigeria. In a report released by the network of investors working in Africa, the business professionals note that their choice of Kenya was hugely anchored on the growth of Nairobi as the regional hub for east Africa, which is increasingly becoming more important with the integration of the East Africa community.

Dozens of companies are moving their regional and continental headquarters to Nairobi, 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 country, and will continue to do so.

## **BEEM 323**

As the largest economy in the EAC, the report states, Kenya has become 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 neighbors. 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**

- (a) Explain why Kenya is regarded highly as an investment of choice in Africa. [10 marks]
- (b) Other than growth, discuss other benefits of international marketing. [10 marks]
- (c) Discuss the challenges facing member countries of EAC in conducting international trade [10 marks]

### **QUESTION TWO**

- (a) Discuss any five forces for internationalization by firms [10 marks]
- (b) Discuss the restrictive barriers and challenges faced by firms intending to expand international and globally. [10 marks]

### **QUESTION THREE**

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

- (i) Discuss the factors that the firm should consider when choosing a country for its marketing activities. [8 marks]
- (ii) Explain six international marketing strategies the firm can use to enter the international market for competitive advantage. [12 marks]

### **QUESTION FOUR**

- (a) Explain cultural and legal aspects governing international business clearly outlining their implications across borders. [12 marks]
- (b) Establishing linkages across marketing mix elements is critical in a competitive environment, where product differentiation may not offer a long term advantage. Discuss the product policies commonly applied in the international marketing mix [8 marks]