

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF COMMERCE

BCOM 421: INTERNATIONAL MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

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. [10 marks]
- (b) Explain five advantages of regional groupings in international markets. [5 marks]
- (c) As a newly recruited manager for a medium firm operating in the COMESA market, explain some of the benefits of international marketing to your new firm. [10 marks]
- (d) Briefly explain five major barriers that exporters face. [5 marks]

**QUESTION TWO**

- (a) Why do members of regional economic groups sometimes have a tendency to protect their industries. [8 marks]
- (b) Explain factors to consider when evaluating potential for export markets. [7 marks]

**QUESTION THREE**

An examination of legal and economic environment indicates whether a company can successfully enter the foreign market. Discuss. [20 marks]

**QUESTION FOUR**

- (a) According to the theory of comparative advantage as explained by Ricardo, why is trade always possible between two countries even when one is absolutely inefficient compared to the other. [10 marks]
- (b) Which strategic options for market entry or expansion would you advise a manager of a small firm to pursue and why? [10 marks]

**QUESTION FIVE**

- (a) Describe five general strategies for positioning products in the international market.
  - (b) What issues must an art director and copy writer take into account when creating an advertising message for the international market.
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