

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 323: INTERNATIONAL MARKETING FOR SMALL BUSINESS

STREAMS: BEEM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer Question One and Any other Two Questions.

QUESTION ONE

Many companies in the world 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. The choice of Kenya is 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. Kenya has become a regional leader in East and Central Africa, 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.

- Explain five environmental motivating factors making Kenya an investment of choice in Africa. (10 marks)
- Explain how the upsurge of ICT helps in internationalization of firms. (10 marks)
- Discuss five restraining forces facing firms in conducting international marketing in Kenya. (10 marks)

QUESTION TWO

- Discuss clearly the evolutionary stages of a firm's growth with special reference to any of the Kenyan firms. (10 marks)

- b) Explain why many SME's in Kenya formulate export strategy first, before establishing other international marketing strategies. (10 marks)

QUESTION THREE

Ndagani dairy industries Ltd is implementing its growth strategy, and has chosen Rwanda as its international market destination:

- i. Discuss six factors that Ndagani dairy industries should consider when choosing a country for its marketing activities. (12 marks)
- ii. Suggest and explain four international marketing strategies the firm can use to enter the Rwanda market. (8 marks)

QUESTION FOUR

- a) Internal business involves use of various government restrictions and trade policies. Explain six positive effects of these trade restrictions to a country. (12 marks)
 - b) Discuss how the Social – Cultural environment of a particular country can facilitate or hinder international business operations. (8 marks)
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