



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2015/2016

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION

**BFA 5233: GLOBAL MARKETING**

**DATE: NOVEMBER 2015**

**TIME: 3 HOURS**

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**INSTRUCTIONS:** Answer question *one* and any other *three* questions

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### QUESTION ONE (24 MARKS)

Hindustan Unilever Limited (HUL), a Fast Moving Consumer Goods (FMCG) giant in India filed a suit on Ashique Chemicals and Cosmetics (Ashique) alleging a trademark infringement in Bombay High Court on March 10, 2010. HUL accused Ashique of violating trademark on the words ‘Sun’, ‘Sunlight’ and ‘Sunsilk’ which were HUL’s registered trademarks. Following the suit, HUL filed an interim application requesting the court to direct Ashique to discontinue the word ‘Sun’ from its brands.

### QUESTIONS:

- a) What is a trademark and what are the conditions to be fulfilled for a company to register a trademark and continue its proprietorship over the trademark? (12 Marks)
- b) Why did HUL lose its case over Ashique Chemicals and Cosmetics? (8 Marks)
- c) What may be the major challenges facing HUL in the Indian Market? (4 Marks)

**QUESTION TWO: (12 MARKS)**

Discuss the major forces that are instrumental in driving global marketing. (12 Marks)

**QUESTION THREE: (12 MARKS)**

- a) When deciding how to enter the international market, marketing managers need to take into consideration a number of factors. Explain with examples six of these factors. (6 Marks)
- b) Explain six factors that have greatly contributed to the increasing use of direct marketing strategy in global marketing, Give relevant examples. ( 6 Marks)

**QUESTION FOUR: (12 MARKS)**

There are many factors within the international environment which substantially increase the challenge of international marketing. Discuss six of those factors. (12 Marks)

**QUESTION FIVE: (12 MARKS)**

Discuss five factors that explain the growing preference for Foreign Direct investment (FDI). (12 Marks)