



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS– EVENING

ABA 325: INTERNATIONAL MARKETING

Date: 13th June, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks, the rest 15 marks each.



QUESTION ONE

Discuss the key distinctions between domestic and international marketing.

(25 Marks).

QUESTION TWO

Explain the concept of international product life cycle.

(15 Marks).

QUESTION THREE

Discuss the various entry strategies that can be employed by a local firm intending to go international.

(15 Marks).

QUESTION FOUR

Identify and explain the key documents used in export trade.

(15 Marks).

QUESTION FIVE

Explain the meaning and components of INCOTERMS.

(15 Marks)

QUESTION FIVE

Discuss the marketing mix from an international marketing perspective showing strategies for each variables.

(15 Marks)
