



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

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

**MAIN CAMPUS**

**ABA 325: INTERNATIONAL MARKETING**

Date: 8<sup>th</sup> June, 2017

Time: 8.30 - 11.30 am

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**INSTRUCTIONS:**

- Answer question ONE and any other THREE questions

### QUESTION ONE (Compulsory)

- a) Outline the major characteristics of international marketing that is different from local marketing (6 Marks)
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- b) Discuss the major issues faced by the marketers planning for international markets. (8 Marks)
- c) Explain the difference between bilateral and multilateral trade agreements stating the aims of each. (3 Marks)
- d) Explain the factors considered while selecting an overseas Distribution channel. (8 Marks)

### QUESTION TWO

- a) Discuss the Nature of International marketing (6 Marks)
- b) Environmental scanning helps a marketer to identify the opportunities and threats in a foreign market. Explain five aspects of the economic environment an international marketer must consider in evaluating the attractiveness of a chosen market. (9 Marks)

### QUESTION THREE

- a) Explain the challenges a company is likely to encounter while entering new international markets and highlight how these challenges can be overcome. (9 Marks)
- b) People and relationships are heightened when it comes to international marketing services. Discuss the Managerial concerns in this type of marketing. (6 Marks)

### QUESTION FOUR

- a) Every country has different laws and government regulations with respect to foreign businesses operating within their borders. Discuss examples of laws and regulations that a business could potentially encounter as they enter into international markets. (7 Marks)
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- b) As a global firm it is often impossible to communicate a standardized advertising message in different countries. Because of differences in language, cultural, and legal environments, each country requires a careful

review of the company's marketing communications. Explain the different types of international marketing communication available. (8 Marks)

#### **QUESTION FIVE**

- a) Discuss the role of Kenya External Trade Authority (KETA). (7 Marks)
- b) Explain the Pricing policies for basic commodities and manufactured products applied in international marketing. (8 Marks)

#### **QUESTION SIX**

Many activities in manufacturing firms are bought-in services (e.g., advertising, health care, financial services) which complement international service jobs like design, marketing, and finance. Goods-services is a continuum and services are key for all firms, yet that there are sectors whose service components are greater than those in other sectors. Discuss the characteristics that increase the service component of the product offering (15 Marks)