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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 13th December, 2023
Time: 8.30am –10.30am

KBA 418 - INTERNATIONAL MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Give a brief recount of how international marketing came into existence. (5Marks)
- b) Define the major difference that exists between international marketing and domestic marketing. (5 Marks)
- c) State the meanings of direct and indirect exporting in international marketing. Giving examples of each (5 Marks)
- d) What do you understand by joint venture as a foreign manufacturing strategy with direct investment in international marketing? Give examples. (5Marks)
- e) When it comes to international marketing, having a suitable technological environment plays a key role. Explain what a technological environment is as well as highlighting its examples. (5 Marks)
- f) Define what international marketing task is as well as bringing out its importance in international marketing. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Explain in details the different social and cultural environments of international marketing. (10 Marks)
- b) For international marketing to take place custom duties play a big role. Discuss in details what they are as well as explaining the different types of duties. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Companies entering foreign markets have to decide on more than the most suitable entry strategy. They also need to arrange ownership either as a wholly owned subsidiary in a joint venture or more recently in strategic alliance. Discuss in details the most suitable foreign manufacturing strategies. (10 Marks)
- b) Product saturation level is one of the most essential factors in global business and marketing world. Discuss its elements in details. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) In international markets, the product life cycle accelerates due to the presence of "follower" economies that rarely introduce new innovations but quickly imitate the successes of others. Discuss the stages involved in international life cycle. (10 Marks)
- b) The international marketing strategy is effectively realized by choosing the suitable International marketing channel. Explain in details the distribution structures that have been put in place. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Building a global brand requires more than just launching a web site that's accessible from almost anywhere in the world. Discuss in details the major elements to consider. (10 Marks)
- b) Exports refer to selling goods and services produced in the home country to other countries. Explain in details what a typical export marketing plan focuses on. (10 Marks)