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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
FOURTH YEAR, **SECOND** SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 6th December, 2019
Time: 11.00am – 1.00pm

KBA 431 - RETAIL MARKETING MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS



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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
FOURTH YEAR & THIRD YEAR SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

UNIT CODE:
GROUP: KBA
UNIT TITLE: INTERNATIONAL MARKETING
EXAM TYPE: MAIN
LECTURERS NAME: RITA MATI
LECTURES CONTACT: 0726522464

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Give a brief recount of how international marketing came into existence. (5Marks)
- Define the major difference that exists between international marketing and domestic marketing. (5 Marks)
- State the meanings of direct and indirect exporting in international marketing. Giving examples of each (5 marks)
- What do you understand by joint venture as a foreign manufacturing strategy with direct investment in international marketing? Give examples(5Marks)
- 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)
- Define what international marketing task is as well as bringing out its importance in international marketing. (5 Marks)

QUESTION TWO (20 MARKS)

UNIVERSITY EXAMINATIONS 2019/2020

MAIN CAMPUS: KASARANI

**SEPT – DEC 2019 EXAMINATION FOR THE DEGREE OF BACHELOR
OF SCIENCE IN BUSINESS ADMINISTRATION
KBA 429: APPLIED MARKETING RESEARCH**

DATE:..... 2019

TIME:.....-.....

INSTRUCTIONS: Answer question ONE & Attempt any other TWO questions.

1. a) Briefly explain four levels of measurement scales (8mks)
b) Briefly give an outline of a typical marketing research in preliminary pages (8mks)
c) Briefly discuss four types marketing decisions (8mks)
d) Discuss three benefits of secondary data. (6mks)
2. a) Discuss five limitations of secondary data[10marks]
b) Explain five factors that influence marketing research decisions. (10 mks)
3. a) using a table , give different external sources of secondary data. (10 mks)
b) Explain using a table, the types of scales and their properties according to Kumar *et al.*,(2002). . (10 mks)
4. a) Explain briefly five probability sampling methods. (10mks)
b) Discuss briefly five non-probability sampling methods (10mks)
- 5.a) Discuss five traditional applications of marketing research. (10mks)
b) Discuss the three contemporary application of marketing research. (10 marks)

a)

