KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 306: INTERNATIONAL MARKETING

DATE: TUESDAY 16TH MAY 2017 **TIME: 8.00 A.M. - 10.00 A.M.**

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

QUESTION ONE

(a) Discuss using clear examples the differences between domestic and international business. (10 marks)

(b) In the early stages of E-commerce, technology was adopted to facilitate International trade. Discuss why several companies were unable to successfully use the technology to boost their sales. (10 marks)

(c) Firms in international markets have had to re-examine what contributes to their global competitive advantage. They have recognized the fact that it is the pool of personal knowledge, skills and competencies of the firms' staff that provide its development potential and they have redefined themselves as "knowledge-based' organizations. Discuss how a firm entering the Kenyan market from South Africa would have to re-organize its marketing department to ensure the knowledge based status is achieved. (10 marks).

QUESTION TWO

(a) Using an International company in manufacturing, discuss International Market planning process the company would adopt in entering the Africa Market. (12 marks)

(b) Describe the critical elements for implementation of a marketing plan. (8 marks)

QUESTION THREE

(a) Discuss the Economic environment and its effects in international marketing.(10 marks)

(b) You have been appointed as an Integration Manager for a new pharmaceutical firm that has recently acquired two companies from two different countries. Discuss how you will handle cultural factors to ensure seamless integration of the two company staff members. (10 marks).

QUESTION FOUR

(a) Discuss two methods of entry into foreign markets. Explain the advantages and disadvantages of each method. (14 marks)

(b) Describe the importance of intermediaries in international marketing. (6 marks).