



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

BBA 846: GLOBAL MARKETING

DATE: Friday, 24th November 2017

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

Answer ALL questions.

Question One

Crossing Borders

"Time" - A Many Cultured Thing

Time is cultural, subjective, and variable. One of the most serious causes of frustration and friction in cross-cultural business dealings occurs when counterparts are out of sync with each other. Differences often appear with respect to the pace of time, its perceived nature, and its function. Insights into a culture's view of time may be found in their sayings and proverbs, for example:

"Time is money." - USA

"Those who rush arrive first at the grave." - Spain

"The clock did not invent man." - Nigeria

"If you wait long enough, even an egg will walk." - Ethiopia

"Before the time, it is not yet the time. After the time, it's too late." - France

"It is African time." - Kenya

Answer the following three questions.

- (a) Discuss the importance of culture when considering global environmental factors. (10 marks)
- (b) Demonstrate what it means and what you understand by the statement, "it is African time." as used in Kenya. (10 marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION

- (c) What do you consider are the components of Kenyan culture, that affect management and business decisions? (10 marks)

Question 2

Identify and discuss the process of globalisation of a business. (10 marks)

Question 3

Discuss the following areas that are in line with global marketing.

- (a) International Marketing (2 marks)
- (b) Domestic Marketing (2 marks)
- (c) Multinational Marketing (2 marks)
- (d) International Trade (2 marks)
- (e) International Economic (2 marks)

Question 4

What are the possible qualities expected of a global marketing manager? (10 marks)