



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF sBACHELOR OF
COMMERCE

BBA 306: INTERNATIONAL MARKETING

DATE: MONDAY 12TH FEBRUARY 2018

TIME: 2.00 P.M. – 4.00 P.M.

INSTRUCTIONS

Attempt Question ONE and any other Two Questions

1. Write briefly on the following:
 - a) International Marketing (6 marks)
 - b) International Business (6 marks)
 - c) Global Marketing (6 marks)
 - d) International Economics (6 marks)
 - e) International Trade (6 marks)
2. Identify and discuss reasons why businesses go international. (20 marks)
3. Identify and discuss various methods that can be used by a marketer to go international. (20 marks)
4. In domestic marketing there are environmental factors that an international marketer must take into consideration when planning and making decisions in an international arena. Identify such marketing factors and discuss them. (20 marks)