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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 431**

**COURSE TITLE: INTERNATIONAL MARKETING**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 10/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define the following terms **[ 5 marks]**
   * 1. International Marketing
     2. Globalization
     3. Domestic company
     4. International trade
     5. Multinational corporation
2. Explain the characteristic of international marketing **[ 5 marks]**
3. Discuss direct and indirect Exports as distribution channel **[5 marks]**
4. Describe the influence of external environment on the International marketing  **[10 marks]**

**QUESTION TWO**

1. Explain reasons to enter the international market place **[5 marks]**
2. Discuss various International Product Strategies with suitable examples **[10 marks]**

**QUESTION THREE**

1. Cross-cultural Marketing is extremely complex and dynamic sphere of international marketing. Discuss  **[5 marks]**
2. Outline advantages of international trade **[5 marks]**
3. Explain challenges to export marketing  **[5 marks]**

**QUESTION FOUR**

1. Explain barriers to international trade **[5 marks]**
2. Discuss five stages of economic growth identified by Rostow  **[10 marks]**

# QUESTION FIVE

1. Outline a pricing strategy for a company in a foreign market **[5 marks]**
2. Citing relevant examples describe International Product Life Cycle (IPLC) **[10 marks]**

**QUESTION SIX**

1. Discuss restrictions in the international Trade **[5 marks]**
2. Explain challenges faced by International Marketing **[5 marks]**
3. Describe how to address challenges of International marketing **[5 marks]**