



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS / BACHELOR OF COMMERCE
BCOB 3 SEM 1/ BCOB 3 SEM 2/ BCOM YR 4 SEM 1
UNIT CODE: HCOB 2315/ HCOB 2105/ HBM 2406
UNIT TITLE: INTERNATIONAL MARKETING

DATE: 14TH DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Elaborate on the FOUR evolutionary processes or stages of international marketing (10 marks)
- (b) Explain the importance of international marketing to firms seeking market expansion (10 marks)
- (c) Identify and explain the differences between international marketing strategies and domestic marketing strategies (10 marks)

QUESTION TWO

- (a) Discuss the factors that influence effective implementation of marketing strategies by firms in international markets (10 marks)
- (b) Firms planning to enter international markets have to make certain critical market decisions. Identify and explain any FIVE such market decisions (10 marks)

QUESTION THREE

- (a) Marketing audit is a critical aspect of International market planning process. Identify and explain three key focus areas of marketing audit in a firm (10 marks)
- (b) Explain the importance of marketing audit to firms in international market (10 marks)

QUESTION FOUR

- (a) There are a number of factors that need to be considered in relation to international marketing communications. Identify and discuss any FIVE such factors (10 marks)
- (b) Describe the term international marketing environment (2 marks)
- (c) Describe the factors that PESTEL analysis consider in analyzing international marketing environment (8 marks)

QUESTION FIVE

- (a) Describe pricing as it relates to international marketing (2 marks)
- (b) Identify and discuss pricing approaches used by international marketers (8 marks)
- (c) State and explain factors that influence pricing in international markets (10 marks)