



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: 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) Explain how technology has facilitates global marketing (10 Marks)
- (b) Explain the cultural aspects that a global marketer need to evaluate before venturing into other markets (10 Marks)
- (c) Explain the theories that explain the reasons for international business (10 Marks)

QUESTION TWO

- (a) Explain the following concepts used in global marketing (10 Marks)
 - i. Global marketing
 - ii. Intentional marketing
 - iii. Global precuts
 - iv. Global brands
 - v. Leading markets
- (b) Explain the elements of the economic environment that a global marketer must take into consideration before deciding which market to penetrate (10 Marks)

QUESTION THREE

- (a) Explain the methods that firms use to penetrate into foreign markets (10 Marks)
- (b) Explain the market drivers that may propel companies towards globalization (10 Marks)

QUESTION FOUR

- (a) Explain the purpose of regional economic grouping (10 Marks)
- (b) Analyze the key success factors that make a new product to be successful in the global market (10 Marks)

QUESTION FIVE

- (a) Explain the products strategies that international firms use (10 Marks)
- (b) Highlights the organizations of international marketing for a product or a service (10 Marks)