



*"Investing in Africa's Future"*

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND  
GOVERNANCE**

**COURSE CODE AND TITLE: MKT 406 INTERNATIONAL MARKETING**

**END OF SECOND SEMESTER EXAMINATIONS**

**APRIL/MAY 2020**

**LECTURER: DR STANISLAS BIGIRIMANA**

**DURATION: 48 HOURS**

***INSTRUCTIONS***

---

---

ANSWER ONE QUESTION OF YOUR CHOICE  
SOUND ARGUMENT AND ILLUSTRATIONS WILL EARN YOU  
MARKS

---

---

### **QUESTION 1**

Write a brief marketing plan for a product or service that you would want to export from your country of origin to another African country. Explain the factors that led you to the choice of the product, the target market, the price, the distribution channel and the advertising/promotion methods.

### **QUESTION 2**

Explain the type of documentation that one may need to export a product from one country to another.

### **QUESTION 3**

Which criteria would you use to select a channel of distribution in a foreign market?

END OF PAPER