



"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MKT 406- INTERNATIONAL MARKETING

SEMESTER: FINAL EXAMINATION -NOVEMBER 2013

LECTURER: MR. I. FUNGAI

TIME: 3 HOURS

INSTRUCTIONS

Answer **4** questions. Total possible mark is **100**.

Start **each** question on a new page in your answer booklet.

The marks allocated to **each** question are shown at the end of the section.

Question 1

Explain the following international marketing concepts:

- a) Multi domestic concept (5 marks)
- b) Domestic uncontrollables (10 marks)
- c) Domestic market extension (5 marks)
- d) EPRG Schema (5 marks)

Question 2

Explain the terms:

- a) Formal and non formal education as an element of culture (10 marks)
- b) Domestication of foreign held assets (5 marks)
- c) Export controls (5 marks)
- d) Import controls (5 marks)

Question 3

Comment on the notion that understanding manners and customs is important in international negotiations because interpretations based on one's frame of reference may lead to a totally incorrect conclusion. (25 marks)

Question 4

Discuss the importance of population as a market characteristic. (25 marks)

Question 5

- a) Explain the impact of inflation on consumption patterns. (5 marks)
- b) Discuss European integration (20 marks)

Question 6

In terms of economic integration comment on the following:

- a) Free Trade Area (5 marks)
- b) Customs Union (5 marks)
- c) The Common Market (5 marks)
- d) North American Free trade Area (NAFTA) (10 marks)

END