



"Investing in Africa's Future"

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

INTERNATIONAL MARKETING: (MKT 406)

END OF FIRST SEMESTER EXAMINATIONS

APRIL/MAY 2017

LECTURER: MR A. MAHIYA

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any 4 questions.

2. Each question carries 25 marks.

QUESTIONS

1. Discuss any four determinants of culture and how they impact on doing business in a foreign country. [25 marks]

2. What are the major political risks inherent in international marketing and how can a foreign marker reduce their impact? [25 marks]

3. Illustrate the problems created by language and the ability to comprehend in collecting primary data in international markets? [25 marks]

4. Discuss the economic and trade importance of emerging markets? [25 marks]

5. What are the advantages and disadvantages of the following market entry modes:-
 - (a) Exporting
 - (b) Licensing
 - (c) Franchising
 - (d) Joint ventures [25 marks]

6. What factors influence the choice of distribution channels in a foreign market? [25 marks]