



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NMKT 406: INTERNATIONAL MARKETING

END OF SECOND SEMESTER EXAMINATIONS

MAY 2021

LECTURER: DR. IRIS SHIRIPINDA

TIME: 7 HOURS

INSTRUCTIONS

Answer **ONE** question e.g. 1a 1b and 1c or 2a, 2b and 2c

Plagiarism will be penalised

TOTAL 60 marks

1. Doing business at a global scale needs thinking through and proper preparation. One cannot just wake up and decide to go global and expect to be successful.

1a) Describe fully at least 5 factors that one has to look at before going international explaining why these factors can help you make it. **[20 marks]**

1b) Human behaviour is very important in international business.

With help from an imagined business you would like to go international with, discuss fully why one's behaviour can influence your success. **[20 marks]**

1c) Part of the plan for going International involves developing strategies. Discuss with examples. **[20 marks]**

2. Doing business in another country requires proper planning even though one has done that business in their home country for long.

a) Explain fully why one has to prepare thoroughly when planning to do business out of their home country. **[20 marks]**

b) Choose and describe a theory that you would use in going international with your business. **[20 marks]**

c) Discuss the challenges a transnational manager is likely to face compared to the one working in their home country. Give at least five examples of possible challenges.

[20 marks]

3. Ethnocentrism and Eurocentrism are counter-productive in International business.

a) With at least 5 examples explain fully what these terms mean and how one can make sure that they counter challenges that ethnocentrism and eurocentrism can pose in business. **[20 marks]**

b) Bringing a product as it is sold in the home country can mean the failure of a business. Explain fully giving at least five (5) reasons why this could be a problem. **[20 marks]**

c) Each country has its own business culture.

With examples explain the difference in "business culture" between a European and an African country. Give at least 5 examples. **[20 marks]**

END OF EXAMINATION
