

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
INTERNATIONAL MARKETING MANAGEMENT – CBU 4104

SEPTEMBER 2008 SUPPLEMENTARY EXAM TIME ALLOWED: 3 HRS

INSTRUCTIONS TO CANDIDATES

- **ANSWER 4 QUESTIONS**

QUESTION 1

“The difference between successful international managers and those who fail, lies in their management of cultural issues” Discuss. [25]

QUESTION 2

What challenges are presently faced by Zimbabwean companies that trade internationally? [25]

QUESTION 3

Discuss at five modes of international market entry, indicating when and where each mode is appropriate. [25]

QUESTION 4

How would you explain the increasing tendency for nations to form regional economic groupings? [25]

QUESTION 5

How would you explain the involvement of Zimbabwean companies in international marketing? [25]

QUESTION 6

Discuss the various aspects of government influenced pricing. [25]

QUESTION 7

What issues does an exporter have to deal with, that the foreign direct investor does not have to worry about? [25]

END OF PAPER