

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

INTERNATIONAL MARKETING – CBU 4104

SUPPLEMENTARY EXAMINATION – AUGUST 2010

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **seven** questions.

QUESTION 1

What is the impact of the political environment on International Marketing Management?

[25 Marks]

QUESTION 2

Discuss the strategic advantages of exports and imports from the view point of a firm.

[25 Marks]

QUESTION 3

‘For any International business person, the cultural environment is a mine field.’ Explain fully the importance of this statement.

[25 Marks]

QUESTION 4

- a) What challenges do International marketers face when conducting research in foreign countries? [15 Marks]
- b) How can these challenges be overcome? [10 Marks]

QUESTION 5

Compare and contrast domestic and International Marketing. [25 Marks]

QUESTION 6

Discuss the impact of import restrictions on consumers. [25 Marks]

QUESTION 7

Write short notes on the following

- a) Licensing [5 Marks]
- b) Joint venture [5 Marks]
- c) Turnkey projects [5 Marks]
- d) Management contract [5 Marks]
- e) Contract Manufacturing [5 Marks]

END OF EXAMINATION