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**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**INTERNATIONAL MARKETING MANAGEMENT**

**CBU 5105**

**First semester examination paper**

**March 2015**

This examination paper consists of 2 pages

**Time allowed: 3 hours 30 minutes**

**Total Marks: 100**

**INSTRUCTIONS TO CANDIDATES**

Answer question **one** and any other **three** questions from section B.

**INFORMATION TO CANDIDATES**

- (i)    Question **one** carries **40** marks and all other questions in section **B** carry **20** marks.
- (ii)   Questions may be answered in any order.
- (iii)  As much as possible, use relevant examples.
- (iv)   This paper contains **six** questions.

**MARK ALLOCATION**

| Question | Mark Allocation |
|---|---|
| **1** | **40** |
| **2** | **20** |
| **3** | **20** |
| **4** | **20** |
| **5** | **20** |
| **6** | **20** |
| **Total (for four questions)** | **100** |

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## SECTION A

### Question 1 -Compulsory

*CASE STUDY: FOR DANONE, INNOVATION IS THE WAY FORWARD IN INDIA*

**Source: http://www.arthaplatform.com/news/452/for-danone-innovation/**

**Required:**

(a) Comment on the market entry strategies used by Danone in international markets.

**(20 marks)**

(b) As a brand manager, critically analyze the product strategies used in this case for gaining a differential advantage.

**(20 marks.)**

## SECTION B

### Question 2

'Most companies commence their international business activities by exporting.' Discuss.

**(20 marks)**

### Question 3

Explain political risks international business manager face when doing business abroad.

**(20 marks)**

### Question 4

How does the saying "think globally, act locally" apply to product adaptation.     **(20 marks)**

### Question 5

'Promotional standardization in internal markets is not as common as product standardization, but is often important'. How would you attempt to establish a standardized promotional campaign?                                                **(20 marks)**

### Question 6

Comment on the major objectives of transfer price setting.                    **(20 marks)**

### END OF EXAMINATION