

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**INTERNATIONAL MARKETING – CBU 4101**

**FINAL EXAMINATION – APRIL 2009**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- (i) Answer any FOUR (4) questions
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**QUESTION 1**

Which aspect of culture do Zimbabwean companies have to contend with in conducting business with other countries? [25 Marks]

**QUESTION 2**

Which political/legal factors would you investigate before making a decision on whether or not to conduct business with a particular country?

**QUESTION 3**

What factors would you use in selecting and appointing a distributor for international business purposes? [25 Marks]

**QUESTION 4**

Discuss the following

- (a) Licensing [5 Marks]
- (b) Management Contract [5 Marks]

- (c) Joint Ventures [5 Marks]
- (d) Contract Manufacturing [5 Marks]
- (e) Franchising [5 Marks]

QUESTION 5

What major advertising decisions face the 'international marketer'?  
[25 Marks]

QUESTION 6

Discuss citing examples, the problems than an international marketer might face when conducting such a research for his /her international market  
[25 Marks]

QUESTION 7

Of what importance to international marketing is the World Bank group?  
[25 Marks]