



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

1ST YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION) - REGULAR

EPARTMENT OF BUSINESS MANAGEMENT OF ECONOMICS

COURSE CODE: DMB 103

COURSE TITLE: GLOBAL MARKETING STRATEGIES

DATE: 16TH APRIL, 2014

TIME: 9.00 A.M – 11.00 P.M

INSTRUCTION TO CANDIDATES

- Answer question **ONE** (Compulsory) 25mks
- Answer TWO questions in section **TWO** 45mks

SECTION ONE COMPULSORY (25MKS)

1. (a) Multinational companies faces several pricing problems when selling abroad discuss (5mks)
- (b) Highlight the importance of marketing channels in global marketing (5mks)
- (c) Products and services are classified into two broad categories. Discuss (5mks)
- (d) Describe the major decisions involved in developing and advertising program (5mks)
- (e) Write notes on the following terms used in international trade when entering foreign Markets
- (i) Exporting
- (ii) Importing
- (iii) Joint venture
- (iv) Direct investment (5mks)

SECTION TWO: COMPULSORY 45MKDS ANSWER THREE QUESTIONS

2. (a) Discuss the contemporary issues in international marketing (7mks)
 - (b) Write notes on the following terms used in global marketing
 - (i) Straight product extension and product adaption
 - (ii) Standardized global marketing and adaptation global marketing (8mks)
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3. (a) Discuss THREE methods of pricing international products (10mks)
 - (b) Using an illustration explain the consideration the international companies should take in regards to channel of distribution.
 - (c) Explain the internal and external factors to consider when setting price. (4mks)
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4. (a) Explain the meaning of global marketing (3mks)
 - (b) Differentiate the following terms that international marketers must study with regards to a country's economic structure and its implications.
 - (i) Subsistence economy and raw material exporting economies
 - (ii) Industrialized economies and industrial economy (12mks)

5. (a) Discuss the impact of growing in the promotion mix
 - (i) Advertising
 - (ii) Sales promotion(3mks)

6. (a) Establish the role of imports and export on economic development (9mks)
 - (b) Explain the promotion strategies global firms can grasp to be at a competitive advantage(6mks)