

1. (a) Describe **five** factors that should be considered when determining market potential in a foreign market. (10 marks)
(b) Explain **five** sources of information on opportunities that exist in foreign markets. (10 marks)
2. (a) ABC Ltd is a Kenyan company that is producing goods for the European market. Explain **six** factors that the company should consider in determining the appropriateness of the packaging material to use. (12 marks)
(b) Describe **four** types of industrial structures that an international marketer should assess when evaluating the economic environment of a country. (8 marks)
3. (a) The World Bank plays an important role in international trade. Explain **four** functions of the World Bank. (8 marks)
(b) Explain **six** disadvantages of international trade to a country's economy. (12 marks)
4. (a) Explain **seven** problems faced by economic integration in developing countries. (14 marks)
(b) Environmental Protection is an emerging issue in many countries. Describe **three** measures that are being taken by manufacturers to protect the environment. (6 marks)
5. (a) Explain **six** objectives of regional economic blocks. (12 marks)
(b) Explain **four** reasons for global standardization as a strategy of promoting International Trade. (8 marks)
6. (a) Describe **six** benefits that a company derives from using overseas manufacturing as a strategy of entering foreign markets. (12 marks)
(b) Explain **four** methods that an organization may use to price its products in international markets. (8 marks)
7. (a) Describe **five** types of information that should be gathered when carrying out International Market Research. (10 marks)
(b) Explain **five** disadvantages of protection as a barrier to international trade. (10 marks)