

Name _____

Index No. _____

2902/301

Candidate's Signature _____

3175

INTERNATIONAL MARKETING

Date _____

July 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE EXAMINATIONS
STAGE III**

INTERNATIONAL MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Explain **six** factors that a firm should consider when planning for international marketing. (12 marks)
- (b) Shine Limited is in the process of designing a channel strategy for its products in an international market. Describe **four** product characteristics to be considered in designing the channel strategy. (8 marks)
2. (a) Pearl Limited is a manufacturer of beauty products and intends to market its products abroad. Explain **six** factors it should consider when selecting the market. (12 marks)
- (b) Prices in international markets increase from time to time due to various reasons. Explain **four** such reasons. (8 marks)
3. (a) One of the barriers to entry into international markets is protectionism by governments. Explain **five** reasons for this practice. (10 marks)
- (b) Explain **five** strategies that may be used when selling products in international markets. (10 marks)
4. (a) Explain **six** benefits that organizations derive from venturing into foreign markets. (12 marks)
- (b) As a marketing consultant, you have been requested to make a presentation on the role of multinational corporations. Explain **four** key points that you will include in the talk. (8 marks)
5. (a) Explain **five** macro components of the international marketing environment. (10 marks)
- (b) Describe **five** problems that may be experienced by regional economic groupings in their efforts to enhance international marketing. (10 marks)
6. (a) The internet has revolutionized marketing activities at the international level. Explain **six** benefits of using internet in international marketing. (12 marks)
- (b) Describe **four** methods of direct exporting that a company may use to enter into foreign markets. (8 marks)
7. (a) Explain **five** forms of promotion that are used by international marketers. (10 marks)
- (b) Describe **five** sources of information on foreign markets. (10 marks)