

3175  
2902/301  
INTERNATIONAL MARKETING  
July 2017  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
BUSINESS EDUCATION SINGLE AND GROUP  
CERTIFICATE EXAMINATIONS  
DIPLOMA IN SALES AND MARKETING  
INTERNATIONAL MARKETING

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
All questions carry equal marks.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

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

1. (a) Explain **five** factors that could limit a firm when engaging in global marketing. (10 marks)
- (b) Jumbo Limited intends to venture into the international arena. Outline **five** economic indicators that the organization could monitor for effectiveness. (10 marks)
2. (a) Highlight **five** conditions that are fulfilled in an economic union as a form of regional integration. (10 marks)
- (b) Hindi Limited intends to venture into a foreign market through a joint venture. Explain **five** benefits of this form of foreign market entry. (10 marks)
3. (a) Posa Limited intends to promote its products in the foreign market. Explain **six** factors that could influence the promotion method to use. (12 marks)
- (b) Describe **four** methods that an international marketer could use when carrying out direct exporting. (8 marks)
4. (a) Kalu Limited intends to extend its operations to a foreign country through a merger. Explain **five** benefits of such a mode of foreign market entry. (10 marks)
- (b) Timbi Limited recently ventured into a foreign market. Explain **five** demographic factors that could influence the marketing of products in the foreign market. (10 marks)
5. (a) Zibure Limited, a multinational organization, has lately entered a number of foreign markets through franchising. Explain **five** circumstances that could have influenced this choice of foreign market entry. (10 marks)
- (b) There are certain problems that are experienced by regional economic groups. Highlight **five** such problems. (10 marks)
6. (a) Outline the information that is contained in import declaration form for an international marketer. (8 marks)
- (b) Japler Limited intends to segment a foreign market that it ventured into recently. Explain **six** requirements for effective segmentation of the market. (12 marks)
7. (a) Explain **five** implications of technological environment to an international marketer. (10 marks)
- (b) Explain **five** factors that could limit the use of e-marketing as a mode of promotion in a developing country. (10 marks)

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