

2902/301

3175

INTERNATIONAL MARKETING

November 2018

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

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) Global Limited has an export department that manages its international markets. Explain **six** functions of the department. (12 marks)
- (b) Outline **four** differences between *international trade* and *international marketing*. (8 marks)
2. (a) Jopa Limited is planning to expand its operations to the neighbouring countries. Explain **five** advantages of doing so. (10 marks)
- (b) Explain **five** roles played by multinational corporations in Kenya. (10 marks)
3. (a) Knobb Limited segmented its international market recently. Explain **five** methods that it may have used to carry out the segmentation. (10 marks)
- (b) Mr Kepha is preparing a presentation on economic factors that affect international marketing activities. Outline **five** factors that he might include. (10 marks)
4. (a) Many countries are members of regional economic groupings. Explain **five** benefits that they may derive from such groupings. (10 marks)
- (b) Flex Limited intends to sell its products internationally. Explain **five** decisions that it should make before doing so. (10 marks)
5. (a) Explain **five** steps that a marketer may follow when conducting research in a foreign country. (10 marks)
- (b) Webb Limited, a multinational firm, uses product differentiation as a marketing strategy. Explain **five** reasons for adopting this strategy. (10 marks)
6. (a) Outline **six** ways in which an international marketer may enhance marketing efforts by using the internet. (12 marks)
- (b) Explain **four** reasons why some countries are reluctant to join regional economic groupings. (8 marks)
7. (a) Explain the importance of appraising international marketing environment. (10 marks)
- (b) Explain **five** uses of the *bill of lading* as an export document. (10 marks)

Place
price
promotion
product

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4) 60
20