

3175

2902/301

INTERNATIONAL MARKETING

July 2019

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.

Maximum marks for each part of a question are as indicated.

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) Outline **five** documents that are used in international trade. (10 marks)
- (b) Taita Limited is a multinational firm in Kenya. Explain **five** ways in which the firm may use Information Communication Technology in its operations. (10 marks)
2. (a) Explain **five** barriers that restrict international marketing. (10 marks)
- (b) Kenya is a victim of terrorist attacks. Explain **five** ways in which terrorism is affecting Kenya's international trade negatively. (10 marks)
3. (a) For a country to develop economically, there may be need for import restriction. Outline **five** methods which may be used to restrict such imports. (10 marks)
- (b) Explain **five** challenges that a firm may face when promoting products in international markets. (10 marks)
4. (a) Outline **five** characteristics of viable international markets. (10 marks)
- (b) Explain **five** challenges that a country may face due to lack of protectionism. (10 marks)
5. (a) Describe **four** types of joint ventures used in international marketing. (8 marks)
- (b) Kenya has experienced closure of some multinational firms recently. Outline **six** measures which may be taken to attract more multinational firms. (12 marks)
6. (a) Explain **four** reasons why marketers should understand the theory of comparative advantage. (8 marks)
- (b) Outline **six** factors that may influence product adoption in international markets. (12 marks)
7. (a) Explain **five** factors that affect a country's balance of trade. (10 marks)
- (b) Although Kenya is a member of regional economic groupings, it has been carrying out a 'Buy Kenya Build Kenya' campaign. Explain how this campaign may affect local and international trade. (10 marks)

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