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GABA CAMPUS – ELDORET
MAIN EXAMINATION
SEPTEMBER – DECEMBER 2021 TRIMESTER
SCHOOL OF BUSINESS
BACHELOR OF COMMERCE
DEPARTMENT OF MARKETING & MANAGEMENT
CMK 421: INTERNATIONAL MARKETING

Date: December 2021	Duration: 2 Hours
Instructions: Answer Question ONE and any other TWO Questions	

QUESTION ONE (30 MARKS)

- a) Define international marketing and describe the impact it has on firms and consumers **(6 Marks)**
- b) What do you understand by the terms “*international legal environment*”? **(6 Marks)**
- c) Discuss the aspect of marketing information sources in international marketing research. **(6 Marks)**
- d) Describe the proactive and the reactive motivations for firms to go international. **(6 Marks)**
- e) Explain what is meant by “International Market Selection” and justify the need for a firm to undertake market selection before going international. **(6 Marks)**

QUESTION TWO

- a) What are the major international marketing decisions? **(10 Marks)**
- b) Discuss the determinants of market selection in International Marketing. **(10 Marks)**

QUESTION THREE

Provide a detailed discussion of the factors to be considered in the international marketing environment.

(20 Marks)

QUESTION FOUR

a) Analyze international product standardization and product adaption

(7 Marks)

b) Branding vs. no brand. Explain.

(6 Marks)

c) Local brands vs. Worldwide brands. Discuss

(6 Marks)

QUESTION FIVE

There are five (5) distinct stages in the International Product Life Cycle (IPLC). Discuss.

(20 Marks)

END