

2902/301

3175

INTERNATIONAL MARKETING

July 2016

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING  
BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE  
EXAMINATIONS**

INTERNATIONAL MARKETING

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.*

*Answer any FIVE questions in the answer booklet provided.*

*Candidates should answer the questions in English.*

**This paper consists of 3 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) The government of country X has imposed tariffs on certain imported goods. Explain **six** negative consequences that may be caused by the move. (12 marks)
- (b) Bema Manufacturing Company Limited intends to venture into the export of its products into a certain foreign market. Highlight **four** ways in which the organization may undertake such exporting. (8 marks)
2. (a) There are certain trends in the political-legal environment that an international marketer should assess before entering a foreign market. Explain **six** such trends. (12 marks)
- (b) There are certain bottlenecks that a multinational company needs to address when undertaking marketing communication in a foreign market. Outline **four** such bottlenecks. (8 marks)
3. (a) Explain **five** strategies that a multinational company may use in order to minimize political risks in a foreign market. (10 marks)
- (b) One of the regional economic groups that was formed recently is the East African community. Explain **five** factors that may be hindering the effective operations of the community. (10 marks)
4. (a) Explain **five** criteria that an organization may use to evaluate the attractiveness of a foreign market. (10 marks)
- (b) One of the challenges that a multinational company may face when operating in a foreign market is government controls. Highlight **five** such controls that a government could impose. (10 marks)
5. (a) Fatuma, a marketing consultant, has been contracted by a multinational firm to carry out a marketing research exercise within its international market. Outline **five** types of information that the exercise may seek to collect. (10 marks)
- (b) One of the forms of regional integration that countries can adopt is the common market. Describe **five** features of this form of integration. (10 marks)
6. (a) Explain **five** circumstances under which an international company may adopt the skimming pricing strategy for its products in a foreign market. (10 marks)
- (b) An international marketer who deals with automobiles has decided to use licensing as a strategy to enter a foreign market. Explain **five** reasons that may have led the company to adopt this strategy. (10 marks)

7. (a) Explain **six** benefits that a country may derive from joining a regional economic grouping. (12 marks)
- (b) Explain **four** trends in the demographic environment of a foreign market that may affect the marketing activities of an organization in that market. (8 marks)

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