



MUEO

# **MOI UNIVERSITY**

OFFICE OF THE CHIEF ACADEMIC OFFICER

## **UNIVERSITY EXAMINATIONS** **2017/2018 ACADEMIC YEAR** *FOURTH YEAR END OF SEMESTER EXAMINATIONS*

### **FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE:** BBM 435

**COURSE TITLE:** GLOBAL MARKETING

**DATE:** 9<sup>TH</sup> FEBRUARY, 2018

**TIME:** 11.40 AM - 2.40 PM

---

#### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

MOI UNIVERSITY  
SCHOOL OF BUSINESS AND ECONOMICS  
BBM435: GLOBAL MARKETING DRAFT EXAM

*Instructions: Answer question one and any other three questions*

**QUESTION ONE**

- a. Provide a comparative definition of Globalization. Trace its evolution and discuss its impacts (10mks)
- b. Provide comparative definitions of International Trade and reasons for it. Identify and explain theories underpinning international trade. Describe the regulations for international trade and the risks associated with it (15mks)

**QUESTION TWO**

- a) Explain at least five reasons why understanding the political environment of the host country is very important (5mks)
- b) What are the major elements of culture and how do these elements impact upon international marketing? Use relevant examples (5mks)
- c) Explain the impact of technology advancement on global marketing (5mks)

**QUESTION THREE**

A product is a bundle of components (features, image, package, and so on) and that the relative importance of each component would vary in different markets. Discuss how you might make the adaptation decisions necessary in each market. What are the differences between consumer and industrial products in terms of international marketing? (15mks)

**QUESTION FOUR**

Giving relevant examples, clearly differentiate the below product development strategies (15mks)

- a. Ethnocentric approach,
- b. Geocentric approach
- c. Regiocentric approach
- d. Polycentric approach

**QUESTION FIVE**

Considering the current political environment in Kenya, What are the Political risks that foreign firms are likely to face in East Africa (Kenya)? How can the firms manage the risks? (15mks)

**QUESTION SIX**

Discuss several drivers of GSM (global strategic management) (15mks)