



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
(ACADEMICS, RESEARCH & EXTENSION)

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE OF

BACHELOR OF

BUSINESS MANAGEMENT

COURSE CODE: BBM 435

COURSE TITLE: GLOBAL MARKETING

DATE: 22ND APRIL, 2022 **TIME:** 9.00 AM – 12.00 PM.

INSTRUCTION TO CANDIDATES

- SEE INSIDE.

THIS PAPER CONSISTS OF (1) PRINTED PAGES

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BBM 435: GLOBAL MARKETING

MAIN EXAMINATION

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION ONE

- a. How does the socio cultural environment affect decisions of an organization that has decided to go abroad? **(10 marks)**
- b. what are the forces that impede the company's progress in the international markets at a global level? **(15 marks)**

QUESTION TWO

How has technology transfer supported global marketing? **(15 marks)**

QUESTION THREE

Elucidate on any three popular promotional methods at the global level. **(15 marks)**

QUESTION FOUR

The following organizations play a critical role in global marketing discuss how each of the following impacts the operations of global marketing.

- a. The World Trade Organization (WTO) **(5 marks)**
- b. World Bank **(5 marks)**
- c. International Monetary Fund (IMF) **(5 marks)**

QUESTION FIVE

- a. Explain three dimensions of global marketing **(6 marks)**
- b. Global marketing has to undergo specific processes for it to be viable. Discuss the global marketing processes **(9 marks)**

QUESTION SIX

Discuss the model of comparative advantage and how organizations can utilize this model when going international for their operations to be successful. **(15 marks)**