

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCM 435
COURSE TITLE: GLOBAL MARKETING STRATEGY
DATE: 05/10/2021 **TIME: 2.00 – 4.00PM**

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) Explain the concept of International Product Life Cycle? **(2 Marks)**
- b) Briefly explain the uses of Marketing Research. **(4 Marks)**
- c) What are the various factors which must be consider while making Channel Selection?
(6 Marks)
- d) What is the process of developing a new product? **(6 Marks)**
- e) Write short notes on Product Adaptation vs. Product Standardization. **(6 Marks)**
- f) What is the importance of studying the Consumer Behaviour? **(2 Marks)**
- g) Define Advertising and cite the different kinds of Advertising Media. **(4 Marks)**

QUESTION TWO

- (a) **"Marketing Begins and Ends with the Consumer"** – Discuss. **(10 Marks)**
- (b) Briefly explain international product life cycle in detail. **(10 Marks)**

QUESTION THREE

- (a) What do you mean by On -Line Marketing? Discuss the advantages of On - Line Marketing. **(12 Marks)**
- (b) Explain the significance of Global Branding and Advertising? **(8 Marks)**

QUESTION FOUR

- a) How do you measure the country attractiveness for Global Marketing? **(6 Marks)**
- b) What is the strategy adopted by Coca-Cola in reaching out and extending its product life cycle in third world countries? **(6 Marks)**
- c) Discuss the challenges in a managing a global distribution strategies. **(8 Marks)**

QUESTION FIVE

- a) Compare and contrast between different Market Entry strategies for International markets. **(14 Marks)**
- b) What criteria should global marketers consider when targeting and selecting a global target market? **(6 Marks)**