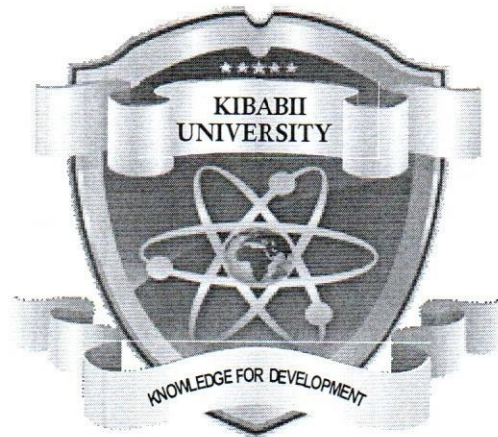


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMS
2017/2018 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 435

COURSE TITLE: GLOBAL MARKETING STRATEGIES

DATE: 11/10/18

TIME: 8 – 10AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

- a) A domestic firm dealing in plastics products has an option of selecting the best entry method into global business that will maximize return on investment. Examine the various methods into global business that the firm can adopt, citing their benefits and limitations.(20 marks)
- b). The rapidly emerging global economy that has worked hand in hand with global telecommunication industry which raises a multitude of issues for entrepreneurs. Discuss some of the issues. (10marks)

SECTION B

QUESTION TWO

- a) Briefly explain how a firm intending to venture into international business can identify business opportunities across foreign world markets. (10marks)
- b) Explain the relevance of the use of global media to global organizations. (10marks)

QUESTION THREE

- a) As a newly employed export marketing manager of a good processing global firm of our own choice, write an outline reports that explains the reasons that made the firm to venture into international business (10marks)
- b) Generally the global marketing activities are organized based on marketing functions, geographical regional and product groups to be sold in global markets. As such global firms have to organize their activities based on a number of factors, discuss.

QUESTION FOUR

- a). As much as globalization of industry and markets presents a lot of positive issues to organizations, some challenges to businessmen cannot go unnoticed. Discuss. (10marks)
- b) There are several global differences that need to be understood and appreciated by global manager for them to be able to succeed. Enumerate and explain any Five of them. (10marks)

QUESTION FIVE

a) Multinationals Corporations have adopted overseas manufacturing entry method into global business. Before deciding entering into direct investment, it's important for MNC to consider a number of factors. Discuss (10marks)

b) A number of factors have been put forward by marketing scholars that encourage and support standardization of products. Expound on them. (10marks)