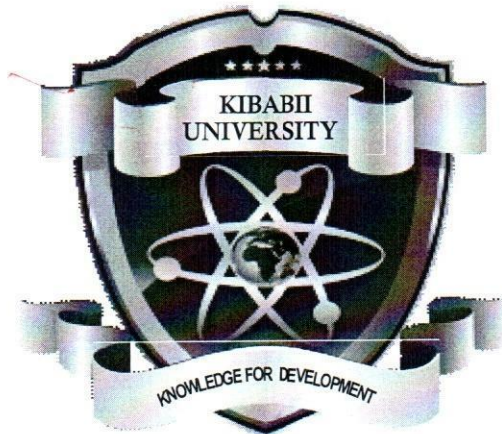


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF
COMMERCE**

COURSE CODE: BCM 421

**COURSE TITLE: GLOBAL MARKETING
STRATEGY**

DATE: 05/09/2022 TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

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

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

The vast majority of multinational companies prepare a global strategic marketing plan to guide and implement their strategic and tactical marketing decisions. Such plans are usually developed on an annual basis and look at policies over multiple years. Obviously, external factors can also interfere with the strategic planning process despite the principal designs that firms can adopt to organize their global activities. The broad content of a global strategic marketing plan discusses anticipated results and includes contingency plans.

- a) Examine the broad content of a global strategic marketing plan stated in the passage covers (8 marks)
- b) Describe how the external environment mentioned in the passage affects global marketing activities (12 marks)
- c) Evaluate the trends that will make global marketing rise with top speed and shine with a bright future ahead (10 marks)

QUESTION TWO

a) The seller must understand the ways that consumers in different countries think about and use certain products before planning a marketing program. Explain the impact of culture on global marketing strategy. (10 marks)

b) As the global marketing manager for Coca-Cola, how would you monitor reactions around the world to a major competitor such as Pepsi? (10 marks)

QUESTION THREE

a) Marketing research is the project-specific, systematic gathering of data in the search scanning mode. Examine the process of collecting data and converting it into useful information (10 marks)

b) 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)

QUESTION FOUR

a) In 1817, David Ricardo in his *Theory of Comparative Advantage* showed that it was beneficial to nations to specialize and trade goods in which they had a *comparative advantage*. This laid the foundation of trade theory, which itself is the underlying foundation of globalization: on the basis of the above justify how globalization can be measured. (10 marks)

b) Technology has transformed this world into a global village. Explain advantages of global marketing technology to international community (10 marks)

QUESTION FIVE

a) PESTEL analysis is an important and widely used tool that helps to show the big picture of a firm's external environment particularly as related to foreign markets. Describe how the framework of PESTEL analysis aids in building a better vision of the future business landscape and how the firm might compete profitably in the foreign market (10 marks)

b) Successful foreign market entry requires a superior performance on all aspects of marketing. Highlight common international expansion entry modes and give the advantage of each (10 marks)