



**CENTRAL
UNIVERSITY**

SUPPLEMENTARY EXAMINATION MAY, 2021

DEPARTMENT OF MARKETING
INTERNATIONAL MARKETING
LEVEL 300
COURSE CODE: CBMK 309
MIOTSO/ MATAHEKO

INSTRUCTIONS

Answer any FOUR questions

TIME: 3 hrs.

Course Lecturer: M. Allan

INSTRUCTIONS

Answer FOUR Questions

1. Identify and discuss the elements of the international marketing environment

2. Using Michael Porter's "Diamond Theory", explain why some countries are more competitive international than others. **(25 marks)**

- 3a. Explain the benefits to company in going international. **(18 marks)**

- 3b. Differentiate between direct exporting and indirect exporting **(7 marks)**

4. Write short notes on the four international marketing orientations. **(25 mks)**

5. Identify and discuss **five** factors that favour product adaptation and **five** factors that favour product standardization. 2.5mk x 10 **(25 marks)**

6. Discuss the use of licensing as an entry mode, indicating clearly **five** merits and **five** demerits of this mode of internationalization **(25mks)**