

**CENTRAL UNIVERSITY**



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UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

2<sup>ND</sup> SEMESTER EXAMINATION, SEPTEMBER 2021

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 406: EXPORT MANAGEMENT (LEVEL 400)

EXAMINATION

TIME DURATION: 3 HOURS

**INSTRUCTIONS**

Answer Four (4) Questions only

**\*Credit will be given for clarity of expression and orderly presentation of relevant material**

**CAMPUSES: MIOTSO AND MATAJIEKO M/E/W**

**EXAMINER: FELICIA DE HEER**

1a) What is export marketing? You have just started exporting fruits to the UK market. Give four/4 reasons why you decided to engage in this export activity **(15Marks)**.

b) Explain the three/3 stages a firm typically goes through to become involved in foreign marketing **(10Marks)**.

2a) List and explain the modes of entry into foreign markets available to a potential export firm **(9 Marks)**.

b) For each one of these modes of entry briefly discuss one option or one example that a firm may use to enter a foreign market **(16Marks)**.

3a) You have been recruited as a marketing manager for an export firm. Do a presentation to management explaining price and four/4 pricing strategies available to the export firm **(15Marks)**.

b) In your presentation also list and explain four/4 factors which will influence the distribution channel design of an exporter **(10Marks)**.

4. Researchers have identified that the factors which determine export performance include the internal and external characteristics of the firm. Discuss **(25Marks)**.

5a). Explain marketing communications to your audience who are about to begin export marketing activity and discuss three/3 common communication tools frequently used by exporters **(10Marks)**.

b) Explain the following product communication strategies by Keegan (1995):

i) Product and communication extension

ii) Product extension communication adaptation

iii) Product extension communication adaptation

iv) Product and communications adaptation

v) Product invention **(15Marks)**.

6a). There are several methods for receiving payments for goods and services sold abroad. Explain the following methods of payments ranking your answer in order of low risk to high risk:

i) Open account

ii) Cash in advance

iii) Letters of credit

iv) Bank transfers (16Marks)

b) Explain these INCOTERMS used in shipping documentation:

i) EXW/ Ex Works

ii) DDP

iii) FOB (9Marks)