



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BHM 408

COURSE TITLE: INTERNATIONAL MARKETING

DATE: 19TH APRIL 2018

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

a) Define the term global marketing as used in the service industry.

(2 marks)

b) What are some of the reasons that can make a business firm to standardize its services across all markets?

(10 marks)

c) Discuss different political challenges that are faced by marketers operating in different countries or markets.

(13 marks)

QUESTION TWO

Define the term international marketing and explain in detail different challenges that come as a result of operating in a global marketing environment.

(15 marks)

QUESTION THREE

a) Define the concept of adaptation in service marketing mix.

(5 marks)

b) Identify and explain the challenges that an international service firm can face while pricing its products at the global scene.

(10 marks)

QUESTION FOUR

Identify any three methods that an international firm can use to market its services in new global markets.

(15 marks)

QUESTION FIVE

Discuss with appropriate examples, the impact of technological forces that shape marketing strategies at global service marketing scene.

(15 marks)

END//