



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF COMMERCE**

**COURSE CODE: BCM 4134-1
COURSE TITLE: INTERNATIONAL MARKETING**

DATE: 6/12/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATE

*Answer Question **ONE** and any other **TWO***

QUESTION ONE

Cruze Trade's International Marketing Expansion: Entering the Indian Market

Cruze Trade, a well-established consumer electronics manufacturer, has decided to expand its global presence by entering the Indian market. India's growing middle class and increasing consumer demand for high-quality electronics present an attractive opportunity for Cruze Trade. However, the Indian market poses several challenges, including intense competition and unique cultural nuances.

a)

- i. Discuss the concept of market segmentation
- ii. Why it is important for Cruze Trade's marketing strategy in India.

(10 Marks)

b). Discuss factors that Cruze Trade should consider when tailoring its marketing strategy for the Indian market.

(10 Marks)

QUESTION TWO

a). Marketing research is essential for informed decision-making. Describe sources of information during market research.

(10 Marks)

b). Highlight challenges that an organization may face when entering a new market.

(5 Marks)

QUESTION THREE

Regulatory and legal frameworks can differ significantly from one country to another. Examine regulatory considerations an organization should make before venturing into a foreign market.

(15 Marks)

QUESTION FOUR

Evaluate the significance of e-commerce and digital marketing highlighting how organizations can leverage the two channels to enhance their market reach.

(15 Marks)

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