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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 2nd August, 2022
Time: 11.30am –1.30pm

KBA 418 - INTERNATIONAL MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY

XYZ limited is a growing cosmetic company that has established different branches all over Kenya. Its popularity propelled it to establish more branches in other African countries as the demand for its products grew in these other countries. However, it has been experiencing challenges in terms of maintaining its customer portfolio and its sale. As a result of this outcome, the management of the company hired marketing consultants to assist them in bringing their international branches in order. The consultants gave them their remarks and emphasized that the company needs to embrace international marketing as opposed to the domestic marketing they were used in order to win the sales in those other countries. The company started experiencing positive changes after six months of practicing what they were told. Today it is a leading multinational in the country with several branches all over the world.

- a) From the excerpt explain what a multinational firm is and list its characteristics. (6 Marks)
- b) Outline the characteristics of a multinational firm XYZ should be aware of. (3 Marks)
- c) Highlight the meaning of international marketing as used in the case study above. (3 Marks)
- d) Distinguish the difference between domestic marketing and international marketing. (6 Marks)
- e) Outline the importance of international marketing from XYZ's point of view. (6 Marks)
- f) Highlight the international environmental factors organizations such as XYZ Limited have to deal with. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the importance of international marketing from an economic point of view.
(10 Marks)
- b) Distinguish between direct and indirect exporting.
(10 Marks)

QUESTION THREE (20 MARKS)

- a) Examine the Foreign manufacturing strategies with direct investment used by international marketers.
(10 Marks)
- b) Product life cycle theory divides the marketing of a product into four stages. Discuss these stages.
(10 Marks)

QUESTION FOUR (20 MARKS)

- a) Building a global brand requires more than just launching a web site that's accessible from almost anywhere in the world. Explain ways in which international marketers are able to achieve this.
(10 Marks)
- b) Discuss the challenges encountered in managing an international distribution structure for a marketer.
(10 Marks)

QUESTION FIVE (20 MARKS)

- a) The choice of channel of distribution is also influenced by company's own characteristics. Examine the factors related to these characteristics.
(10 Marks)
- b) Explain the factors that relate to consumer characteristics in international marketing.
(10 Marks)