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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 13th August, 2024
Time: 2.30pm – 4.30pm

KBA 2418 INTERNATIONAL MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

GOING INTERNATIONAL WITH TRENDY AFRICAN INSPIRED CLOTHES

Beta Apparel and Clothing Co. Ltd is a medium sized Kenyan company which specializes in producing trendy modern clothes with a traditional African colors of the different communities in Kenya. Currently it is a well-recognized brand in the Kenyan clothing market as it produces trendy clothes for the children, youth and mature adults market segments. It has a wide network of stores which sell its branded clothes in Nairobi Mombasa, Kisumu and Eldoret. Recently, the company conducted an online survey and the survey results showed that there was substantial interest in its products from young and mature adults respondents in Democratic Republic of Congo, Uganda and Rwanda. The management of the company, with the approval of its directors and shareholders, conducted more research, including a SWOT analysis, so as to understand the marketing environment and the ethical and legal considerations of operating in the three markets.

Using the research results and information from trade associations in the three countries it was found there is a potential and profitable market demand for their products especially by Kenyans living in the three countries. To exploit this opportunity and grow its revenues, the company developed a marketing plan to first enter into the Rwandan market as there is a substantial number of Kenyans living there and then gradually enter into the other two foreign markets. The marketing plan consisted of the marketing objectives, appropriate market entry strategies, pricing strategies, promotional strategies as well as distribution strategies. With the completed marketing plan, the company is now preparing to enter into the Rwandan market.

- a) By entering the international market, the company will benefit in several ways. Highlight the benefits Beta Apparel and Clothing Company will gain by selling its products in the Rwandan market.

(5 Marks)

- b) A SWOT analysis is essential when entering a new international market. Explain the importance of conducting a SWOT analysis in the identified markets.
(5 Marks)
- c) To enter the Rwandan market, there are several entry strategies it can use. Suggest any four global market entry strategies that the company can use.
(4 Marks)
- d) Understanding the global marketing environment is important as it helps in developing appropriate marketing strategies. Explain six components of the global marketing environment that the company needs to consider.
(6 Marks)
- e) When the company enters into the Rwandan market it is bound to face certain challenges. Explain the challenges that the company will face in marketing its products in the identified foreign markets.
(6 Marks)
- f) Distribution is essential as it ensures availability and accessibility of the company's products in the market. Describe the distribution channels that the company can use to distribute its products to its customers in Rwandan market.
(4 Marks)

QUESTION TWO (20 MARKS)

- a) Globalization has largely affected the way businesses conduct their marketing activities. Explain the ways in which globalization has affected marketing.
(6 Marks)
- b) When making a decision to enter into the international market, a company needs to evaluate several factors. Identify factors to consider when evaluating international markets.
(6 Marks)
- c) In order for a company to effectively meet the customer needs in the international market, it needs to consider the marketing mix elements. Describe the elements of the marketing mix from an international perspective.
(8 Marks)

QUESTION THREE (20 MARKS)

- a) Culture plays a significant role in the purchase and consumption behavior of consumer. Discuss the influence of culture on consumer behavior in global markets.
(4 Marks)
- b) Segmentation is a key and useful concept in marketing as it helps in developing profitable and accessible sub-markets. Describe the key variables that can be used in the segmentation of global markets.
(6 Marks)
- c) Domestic marketing and international marketing have key unique features. Differentiate between domestic and international marketing.
(6 Marks)
- d) The product lifecycle is a key concept in marketing used in developing marketing strategies over the "life" of a product in the market. Explain the product lifecycle concept in relation to a product of your choice in the international markets.
(4 Marks)

QUESTION FOUR (20 MARKS)

- a) Promotional strategies are key to communicating information relating to a company's products or services. Explain four promotional strategies used in international markets.
(8 Marks)
- b) In setting a price for its products and services to be sold in the international market, a company needs to consider several factors. Identify the key factors to consider when the setting price for goods and services in the international market.
(6 Marks)
- c) When choosing a type of distribution channel to use in the international market there are several factors that need to be considered. Explain the considerations to be made in choosing a distribution channel to be used in the international markets.
(6 Marks)

QUESTION FIVE (20 MARKS)

- a) Product adaptation is a strategy normally applied by most businesses when entering into new international markets. Explain the advantages and disadvantages of using product adaptation strategy in the international market.
(6 Marks)
- b) International marketing is composed of a wide variety of subject areas. Explain the scope of international marketing.
(8 Marks)
- c) As international market several entry strategies direct exporting and joint ventures have unique distinguishing features. Differentiate between Direct exporting and Joint ventures.
(6 Marks)