

Name: _____ Index No. _____

2902/301

3175

INTERNATIONAL MARKETING

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATION COUNCIL

**DIPLOMA IN SALES AND MARKETING
BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS**

INTERNATIONAL MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES*Write your name and index number in the spaces provided above.**Sign and write the date of the examination in the spaces provided above.**This paper consists of SEVEN questions.**Answer any FIVE questions in the spaces provided in this question paper.**All questions carry equal marks.**Candidates should answer the questions in English.***For Examiner's Use Only**

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Explain the limitations of the theory of comparative advantage as applied in International trade. (8 marks)
- (b) ABC Company Limited recently expanded its marketing operations to foreign markets. Describe the tools of public relations that it could use to promote its business in these countries. (12 marks)
2. (a) Explain **six** reasons that may make a country to impose restrictions on its trade with other countries. (12 marks)
- (b) Outline the ways in which the natural environment in a country may influence the operations of a marketing organisation. (8 marks)
3. (a) A certain country has indicated its willingness to join the East African common market. Explain the benefits that may accrue to the country from joining the common market. (10 marks)
- (b) Wajuzi Limited, a local company is planning to venture into the international marketing arena. Highlight the decisions that the company should make before taking the venture. (10 marks)
4. (a) Explain the factors that may affect transfer pricing in international transactions. (10 marks)
- (b) Ambezi Limited intends to enter into an emerging market with a wide range of products. Explain the demographic factors that the company should consider before venturing into the market. (10 marks)
5. (a) Explain the benefits that accrue to a country by joining a monetary union. (12 marks)
- (b) XYZ limited is a global company that uses matrix organisation structure. Highlight the problems that it can face from using such a structure. (8 marks)
6. (a) Explain the cultural problems that hinder collection of data in international marketing. (8 marks)
- (b) Country Z has developed a policy for attracting foreign multinational companies into its market. Outline the ways in which the multinational companies would positively impact on the economy of that country. (12 marks)

