

2902/301  
3175  
INTERNATIONAL MARKETING  
November 2022  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
DIPLOMA IN SALES AND MARKETING  
BUSINESS EDUCATION SINGLE AND GROUP  
CERTIFICATE EXAMINATIONS  
INTERNATIONAL MARKETING

3 hours

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**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
Maximum marks for each part of a question are indicated.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

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

1. (a) Explain five benefits that a country may derive from engaging in trade with other countries. (10 marks)
- (b) The price of commodity X is higher in the international market than in the domestic market. Explain five factors that may account for this situation. (10 marks)
2. (a) There are certain factors in the international economic environment that may affect the market activities of an organisation. Explain five such factors. (10 marks)
- (b) Explain five factors that may hinder a marketer from effectively advertising a product in a foreign market. (10 marks)
3. (a) Many African economic unions have failed to achieve the objectives for which they were formed. Explain five factors that may have contributed to this situation. (10 marks)
- (b) Explain five reasons that may make it necessary for an organisation to adopt the strategic international alliance as a strategy of entering an international market. (10 marks)
4. (a) Describe the five stages of international marketing involvement that an organisation may follow in its international marketing activities. (10 marks)
- (b) There are certain factors that a marketer should consider when choosing the channel to use for distributing products in an international market. Explain five such factors. (10 marks)
5. (a) Describe five factors in the political environment that may affect global marketing activities of an organization. (10 marks)
- (b) The marketing researcher of Pumat Limited intends to collect primary research data in a certain foreign market. Explain five problems that the researcher may experience when carrying out the exercise. (10 marks)
6. (a) Kikwao Limited intends to venture into international market. Explain five conditions in the foreign markets that will influence the choice of the market. (10 marks)
- (b) Outline five circumstances under which an organisation may find it appropriate to adopt the market skimming pricing strategy of its products in a foreign market. (10 marks)
7. (a) Describe five types of documents that may be required when exporting goods. (10 marks)
- (b) Explain five economic benefits that a country may derive from joining a regional economic group. (10 marks)

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