



Botswana Open
University

**Executive Masters
January-June**

**Sessional Examination
IM 322 International Marketing**

BOTSWANA OPEN UNIVERSITY

**In collaboration with
THE COMMONWEALTH OF LEARNING**

**Commonwealth Executive Masters in Business Administration
Commonwealth Executive Masters in Public Administration**

INTERNATIONAL MARKETING

IM322

SESSIONAL EXAMINATION

Marks: 100

Time: 3 hours

Instructions

1. This paper comprises of TWO Parts.
2. Answer **ALL** questions in Part A and any TWO In Part B.
3. Answer questions according to instructions given in each section
4. Write answers in the answer booklet provided
5. Answer **ALL** questions, in grammatical **English**.

SECTION A: Compulsory question

[40 MARKS]

Read the following case carefully and answer all questions that follow

The Samsung Group:

Samsung is one of the world's biggest multinationals. Founded in 1938 in South Korea, it is chaired by Kun Hee Lee, who also acts as its CEO. The group has 16 affiliated companies, each acting independently, covering electronics, engineering, hotels, communications and a host of other activities. Samsung also has academic and educational interests, including Samsung Human resources and Samsung Fashion industries. It has 285 overseas operations in 67 countries, split into three core businesses: electronics, finance and trade and services. In January 2001 it had a turnover of USD35billion and in January 2003 employed 4105 worldwide.

In 1996, Samsung Corporation merged with Samsung Engineering and Construction and added retailing to its existing business portfolio of trading and clothing manufacturing. After spinning off its hypermarket stores in a joint venture with Tesco UK, it now has three major business groupings: trading, construction and housing development. With the advent of the Internet, Samsung became the largest online shopping market in Korea and industry specific e-market places for chemicals and selected products. It also operates an award winning online catalogue trading system, market intelligence system, for the export of industrial and commodity goods. Operating from 82 overseas offices, the trading group is involved in a wide range of business projects worldwide.

The company's main exports include semiconductors, plants, chemicals, and machinery. In addition to international trade, the division carries out project engineering, organizing business, natural resources development and investment in privatization projects for developing countries as well as promising start-ups.

The construction Group carries out various construction, civil engineering, industrial plant and land development projects as well as nuclear process plant construction. One of its most notable achievements was the construction of the world's tallest building, the Petronas Towers in Kuala Lumpur, Malaysia. The Samsung Group is a major world player, including

its portfolio, many consumer and business-to-business products and services at the cutting edge of technology.

1. Identify and describe what you think are the reasons for Samsung's different market entry strategies. **(10marks)**
2. Samsung have utilised numerous market entry modes in their global expansion. Identify the product/market groupings under each entry mode and what you think are the reasons for this. **(10 marks)**
3. Evaluate what evolution is likely to take place in Samsung's market entry strategies in the future. **(20 marks).**

SECTION B

[60 MARKS]

Answer any two questions from this section

QUESTION 1

[30 MARKS]

What are the most frequently encountered political risks in foreign business? Discuss with relevant examples.

(30 Marks)

QUESTION 2

[30 MARKS]

Evaluate extensively five(5) market entry strategies to penetrate global market place

(30 marks)

QUESTION 3

[30 MARKS]

Discuss, using relevant examples, the factors influencing the choice and importance of market entry mode.

(30 marks)

END OF EXAMINATION