

1. This paper comprises of TWO Parts.
2. Answer ALL questions in Section A and any three in Section 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.

Instructions

Time allowed: 3 hours

Marks: 100

SPECIAL EXAMINATION

IM 322

INTERNATIONAL MARKETING

Commonwealth Executive Masters in Public Administration

Commonwealth Executive Masters in Business Administration

THE COMMONWEALTH OF LEARNING

In collaboration with

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

Answer all the questions from this section: All questions carry equal marks

Question 1

With practical examples, explain briefly the EPRG framework as a worldview of firm's business activities in international marketing. (8 Marks)

Question 2

Explain the following terms in International marketing. (10Marks)

a) International Marketing.

b) Controllable Elements.

c) Uncontrollable Elements.

d) Foreign Uncontrollables

e) Global awareness.

Question 3

Describe the dynamics of Global Population Trends. (8 Marks)

Question 4

List and explain briefly the five elements of Culture (10Marks)

Question 5

List four factors that could be used to lessen Political Vulnerability in the international marketplace. (4Marks)

Attempt any three questions out of five questions from this part. All questions carry equal marks. **Essay-Type Questions.**

Question 1

Critically justify with relevant examples the major drivers for the shift towards integrated global marketing. (20Marks)

Question 2

For the inexperienced marketer, the similar but different aspect of culture creates an illusion of similarity that usually does not exist. Analyse and Discuss the Effects of culture on International marketing. (20Marks)

Question 3

Demonstrate the major environmental factors which impact on International Marketing. (20Marks)

Question 4

Discuss the breadth and scope of international marketing research. Why is international marketing research generally broader in scope than domestic marketing research? (20marks)

Question 5

Critically evaluate five factors affecting choice of Distribution Channels in international marketing. (20Marks)

END OF EXAMINATION