



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION

Course Code: MKT 825

Credit Unit: 2 units

Course Title: International Marketing

Time Allowed: 2 Hours

Instruction: Attempt any three questions of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples

- 1) A. Describe the six reasons that draw firms into international marketing
B. Highlight the nine challenges firms face in international marketing
C. List the five stages of international marketing.
- 2) A. Discuss the five variables of the world market environment.
B. Explain the six (6) laws that an international marketer must contend with.
- 3) A. Discuss the three strategic options open to a company that has decided to enter foreign markets.
B. Explain the crucial factors that will determine a firm's choice of a foreign market to enter.
- 4) A. Discuss the branding options open to a manufacturer in international marketing.
B. Explain the advantages of global and local branding and recommend the best option for a new medium sized Nigerian manufacturer wishing to get into the ECOWAS market.
- 5) A. Explain pricing objectives in international marketing.
B. Discuss pricing strategies in international marketing.
C. List the factors that affect pricing strategies in international marketing.