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NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
OCTOBER/NOVEMBER 2014 EXAMINATION

Course Code: MKT 825

Credit Unit: 2 units

Course Title: INTERNATIONAL MARKETING

Time Allowed: 2 Hours

Instruction: Attempt question (1) and any two others. Question (1) carries 30 marks while others carry 20 marks each. Present your answer legibly and logically using relevant examples.

Question 1

- a. Define marketing communication mix and describe the two ways to look at its components.
- b. Explain the two factors that have led to the global transformation in the service sector.
- c. List the commonly practiced international services and explain the two problem areas of international service trade.

Question 2

- a. Discuss the principles of absolute and comparative advantages in international trade.
- b. Explain any 5 laws that an international marketer must contend with.

Question 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.

Question 4

- a. Discuss the branding options open to a manufacturer in international marketing.
- b. Explain the advantages of global and local branding.

Question 5

List and discuss the eight financial factors that businesses in international marketing struggle to cope with in order to be successful.