

**UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS, MBALE
CAMPUS, MASAKA CAMPUS AND LUBAGA CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT
DEPARTMENT OF MANAGEMENT SCIENCE**

**BAM III AND BIBM III
SEMESTER TWO 2021/2022**

**COURSE UNIT: INTERNATIONAL MANAGEMENT
CODE: IMGT3208**

DATE: 12-07-2022

Time allowed: 3 hours

Instructions to Candidates:

Read the following before answering the examination questions.

- i) Using of clear examples in your explanation will attract more marks.
- ii) books, electronic dictionaries, notes or any other written materials are not allowed in this examination
- iii) Attempt any four (4) questions
- iv) **DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

Question One

- ✱ (a) International marketing research is an important activity that must be carried out by organizations when entering foreign market. With relevant examples, outline and explain the objectives of international marketing research **(10marks)**
- (b) What are the dangers of translating questionnaires that have been designed and used in the United Kingdom, for use on multi-country studies? How would you avoid these dangers? **(15 marks)**

Question Two

- (a) Multinational companies successfully adapt to the turbulent international environments of the modern day. They have recognized, understood, and accepted the barriers involved in entering different countries. State and explain the barriers multinational companies face in different countries. **(15 marks).**
- b) Identify key characteristics which distinguish international marketing from domestic marketing. Cite relevant examples. **(5 marks).**

Question Three

- ✓ (a) Using relevant examples, state and explain factors affecting the organizational structure of a firm involved in international marketing **(10 marks)**
- (b) What organization structures can a multi-national enterprise (MNE) use? Examine the usefulness of two different structures. **(15 marks)**

Question Four

(a) Some products tend to be required in a standardized form in several countries while others emphasis local variations. What particular conditions lead to:

- i) Greater standardisation? **(12 marks)**
- ii) Greater variation? **(12 marks)**

b) Define the term product **(1 mark)**

✓ Question Five

- Objective
- Size
- Law
- Content
- Personal
- Rules

(a) Multi-national companies are faced with the decision on whether to carry out marketing activities in different countries. With relevant examples, identify and explain factors companies employ in deciding the mode of entry to adopt. **(10 marks)**

✓ (b) Multi-national companies employ various entry strategies when entering foreign market. With a relevant example, advise on the possible modes of entry in the overseas markets that appropriate to that company. **(15 marks)**

Question Six

(a) With relevant examples, State and explain the advantages and disadvantages of a standard pricing policy in all export markets. **(10 marks)**

(b) Citing relevant examples, identify and explain the effects of globalization to multi-national company **(15 marks)**

Success