

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF ACCOUNTING & FINANCE

INTERNATIONAL MANAGEMENT

FINAL ASSESSMENT 2017/18

BAM 3 EVENING LUBAGA

DATE: 6th August 2018

Time allowed: 3 hours

Instructions to Candidates:

Read the following before answering the examination questions.

- 1) Do not write anything on this question paper.
- 2) Question **ONE IS COMPULSORY**
- 3) Attempt four questions in total
- 4) Clear and relevant examples will be awarded marks
- 5) Begin each question on a new page

Question one (Compulsory)

a) In international management as well as marketing we have to make decisions on a product, either to standardize or adapt it to the particular market. Discuss the following aspects regarding product and communication decision. **(12 Marks)**

- i. Adaptation product/standardized communication
- ii. Standardized product/adapted communication

b) Briefly describe the factors that encourage product standardization **(13 Marks)**

Question Two

As a marketer you need to draw a plan before you carry out any marketing activity. Using examples, describe the International Market Planning Process. **(25 Marks)**

Question Three

a) Companies usually carry out International Marketing Research to gain a competitive advantage. As a marketer, discuss the aspects/areas in which you can use market research to gain a competitive advantage. **(15 Marks)**

b) Using examples, discuss the importance of carrying out Market Research **(10 Marks)**

Question Four

Write short notes on the following international organizing structures: **(12 Marks)**

1. Product
2. Region
3. Function
4. Project

b) While deciding on the actual form of organization the company aspiring to go international considers many factors. Explain the factors affecting International Marketing Organization Structure **(13 Marks)**

Question Five

a) Technology has advanced and affected International marketing in many ways. As a marketer discuss how technology has affected international marketing as well as businesses **(15 Marks)**

b) Using examples, discuss how you can use technology to gain a competitive advantage **(10 Marks)**

Question Six

a) Once a company makes a commitment to go international, it must decide on an entry strategy. Discuss the factors that affect the decision of the mode of entry into foreign markets. **(15 Marks)**

b) You are internationally marketing instant coffee for a Ugandan coffee producing company. The Ugandan style of instant coffee is not widely appreciated in Africa. If however you wished to expand into other African markets, what mode of entry would you use? And why? **(10 Marks)**