



**NATIONAL OPEN UNIVERSITY OF NIGERIA
SCHOOL OF MANAGEMENT SCIENCES
JUNE, 2013 EXAMINATION**

Course Code: ENT 319
Course Title: International Marketing
Course Unit: 2
Instruction: Answer Question ONE and any other three questions.
Time: 2 Hours.

1.
 - a. What is International Marketing?
 - b. Highlight five reasons why businesses go into International Marketing.
 - c. List five technological issues an international marketer must contend with.
 - d. List and explain five aspects of the World Marketing Environment.
2.
 - a. List and explain five factors to be considered whether to standardize or differentiate.
 - b. List three types of Branding and explain one of them.
3.
 - a. Briefly discuss what a Product is.
 - b. Discuss the steps in new product development.
4.
 - a. What is a Channel of Distribution?
 - b. Discuss the two principal Channels of Distribution companies use.
5.
 - a. Discuss the importance of price to the economy and to the firm.
 - b. List the Objectives of Pricing.
6.
 - a. Differentiate between services and goods
 - b. List five examples of common international services
 - c. Discuss on the Marketing Communication Mix

