



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
OCTOBER/NOVEMBER EXAMINATION 2016

COURSE CODE: MKT 825
COURSE TITLE: INTERNATIONAL MARKETING
CREDIT UNIT: 3
TIME ALLOWED: 2 HOURS

Instructions:

- 1. Attempt question number one (1) and any other two (2).**
 - 2. Question number 1 is compulsory and carries 30 marks while the other 2 carry 20 marks each.**
 - 3. Present all your points in coherent and orderly manner.**
-
1. a. Discuss the three orientations to international marketing management that guide the international business activities of companies. **10 marks**

b. List and discuss the stages of international marketing involvement by companies from a marketing view point. **15 marks**
 2. a. Describe the six reasons that draw firms into international marketing. **6 marks**

b. Highlight the 8 challenges firms face in international marketing. **9 marks**
 3. a. Discuss the principles of absolute and comparative advantages in international trade. **5 marks**

b. Explain any 5 laws that an international marketer must contend with. **10 marks**
 4. a. Discuss the three strategic options open to a company that has decided to enter foreign markets. **9 marks**

b. Explain the crucial factors that will determine a firm's choice of a foreign market to enter. **6 marks**
 5. a. Discuss the branding options open to a manufacturer in international marketing. **9 marks**

b. Explain the advantages of global and local branding. **6 marks**

6. a. List and discuss the five categories of service mix. **10 marks**
- b. Discuss the two major problem areas of international service trade. **5 marks**