



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
QUESTIONS

COURSE CODE: MKT 825

CREDIT UNIT: 2 UNITS

COURSE TITLE: INTERNATIONAL MARKETING

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt question number one (1) and any other two (2) questions.**
- 2. Question number 1 carries 30 marks, while the other two questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

- 1) A. Describe the six reasons that draw firms into international marketing
B. Highlight the 8 challenges firms face in international marketing
C. List and explain any two of the three orientations to international marketing management. (30 marks)
- 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. (20 marks)
- 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. (20 marks)
- 4) A. Discuss the branding options open to a manufacturer in international marketing.
B. Explain the advantages of global and local branding. (20 marks)
- 5) A. list and discuss the five categories of service mix.
B. Discuss the two major problem areas of international service trade. (20 marks)