



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**JUNE/JULY, 2013 EXAMINATIONS.**

**Course Code:** MKT825      **Credit Unit:** 2 units

**Course Title:** International Marketing

**Time Allowed:** 2 Hours

**INSTRUCTION:** Attempt question (1) and any two others. Question (1) carries 30 marks while others carry 20 marks each. Present your answer legibly and logically using relevant examples.

- 1) A. Describe the six reasons that draw firms into international marketing  
B. Highlight the nine challenges firms face in international marketing  
C. List the five stages of international marketing.
- 2) A. Discuss the five variables of the world market environment.  
B. Explain the 5 laws that an international marketer must contend with.
- 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.
- 4) A. Discuss the branding options open to a manufacturer in international marketing.  
B. Explain the advantages of global and local branding.
- 5) A. Explain pricing objectives in international marketing.  
B. Discuss pricing strategies in international marketing.  
C. List the factors that affect pricing strategies in international marketing.