



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

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).

carries 30 marks while the other 2 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 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.