

REDEEMER'S UNIVERSITY



EDE OSUN STATE

COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF ECONOMICS AND BUSINESS STUDIES

COURSE CODE /TITLE INTERNATIONAL MARKETING MKT 404 3 UNITS

SECOND SEMESTER EXAMINATIONS 2017/2018 SESSION

**INSTRUCTIONS ON CHOICE OF QUESTIONS TO BE ANSWERED: ANSWER ANY FOUR QUESTIONS.
TIME ALLOWED 2.5 HOURS.**

1. Enumerate the five critical decisions areas for firms intending to go abroad. **5 marks.** Discuss the likely strategies you would advise a Nigerian business to adopt when entering a foreign market. **10 marks.**
2. How do the Hofstede cultural dimensions influence the marketing of specific product and service attributes in the international markets? **15 marks.**
3. "The international marketing landscape is laced with numerous risks and uncertainties". Differentiate between risk and uncertainty and how would the various risks affect the international marketing performance of a company? **15 marks.**
4. Enumerate the stages involved in the internationalization process and discuss how this process intertwines with the EPRG stages? **15 marks.**
5. Identify five international commercial terms and examine how they affect the effective movement of goods and services in the international marketplace. **15 marks.**
6. Write short notes on any three of the following as they affect international marketing:
 - (i) Country of origin (COO) and Country of Manufacture (COM)
 - (ii) Economic globalization
 - (iii) Relative reciprocity
 - (iv) Tariff and quota

15 marks.