**PAPER # 1**

**Time:** 2 hours

**Instructions:**

1. Answer all questions.

2. Write your answers in the provided spaces.

3. Read the questions carefully and allocate your time wisely.

**Section A: Multiple Choice (1 Mark Each)**

Select the correct answer for each of the following questions.

1. Which of the following is NOT a component of the international marketing environment?

   a. Political and legal forces

   b. Competitive forces

   c. Cultural and social forces

   d. None of the above

   **Answer:** b. Competitive forces



2. What is the primary goal of international market segmentation?

   a. To differentiate products in various markets

   b. To identify and target specific market segments

   c. To reduce costs in the supply chain

   d. To standardize marketing practices globally

   **Answer:** b. To identify and target specific market segments

3. Which market entry mode involves a company granting a foreign firm the right to use its intellectual property, brand, and know-how for a fee or royalty?

   a. Exporting

   b. Licensing

2. (e)
3. (b)
4. (d)
5. (d)

Section B: Short Answer Questions (40 marks)
Answer each question in 2-3 sentences.

1. What are the main objectives of international marketing?
2. What are the main challenges involved in international marketing?
3. What are the different types of international market entry strategies?
4. What are the different factors that affect international pricing decisions?
5. What are the different types of international marketing communication channels?

Answers:

1. The main objectives of international marketing include increasing sales, profits, and market share; expanding into new markets; and building a global brand.
2. The main challenges involved in international marketing include cultural differences, economic and political instability, trade barriers, and competition from local and global companies.
3. The different types of international market entry strategies include exporting, joint ventures, licensing, and direct investment.
4. The different factors that affect international pricing decisions include cost of production, transportation costs, tariffs, import duties, and exchange rates.
5. The different types of international marketing communication channels include advertising, public relations, sales promotion, and direct marketing.



Section C: Long Answer Questions (40 marks)
Answer each question in 3-4 paragraphs.

1. Discuss the different factors that a company should consider when developing an international marketing strategy.
2. Explain the different product adaptation strategies that a company can use when entering international markets.

2. Which of the following is a key factor to consider when choosing an international market?
    - Economic conditions
    - Cultural differences
    - Competitive landscape
    - All of the above
3. Which of the following is an example of a product that would require intensive modification for the international market?
    - Smartphone
    - Laptop computer
    - Cosmetics
    - Bottled water
4. Which of the following is a key factor to consider when setting international prices?
    - Exchange rates
    - Purchasing power parity
    - Competitive prices
    - All of the above
5. Which of the following is a type of international marketing communication?
    - Advertising
    - Public relations
    - Direct marketing
    - All of the above

Section B: Short Answer Questions (SAQs)
Answer each question in a few sentences.

1. Define international marketing.
2. What are the different types of international market entry strategies?

- Increasing sales
- Improving brand awareness
- Expanding into new markets
- Reducing costs
- Increasing customer satisfaction

2. Which of the following factors is NOT a part of the global economic environment?

- Political environment
- Economic environment
- Technological environment
- Environmental environment
- Social environment

3. Which of the following product strategies is most commonly used by international companies?

- Adaptation
- Standardization
- Diversification
- Concentration
- Combination



4. Which of the following factors does NOT affect international pricing?

- Cost of production
- Exchange rates
- Government regulations
- Competitive landscape
- Target market demand

5. Which of the following commercial documents is required for the shipment of export goods?

- Commercial invoice