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**FINAL EXAMINATION  
SEPTEMBER 2018 SEMESTER**

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**SUBJECT CODE** : MIM722  
**SUBJECT NAME** : INTERNATIONAL MARKETING  
**LEVEL** : MASTER'S DEGREE  
**TIME / DURATION** : 9.00 AM - 12.00 NOON  
(3 HOURS)  
**DATE** : 6 JANUARY 2019

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of ONE (1) section.
4. There are EIGHT (8) questions. Answer any FIVE (5) questions ONLY.
5. Please write your answers in the answer booklet provided.
6. Answer all questions in English.

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THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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**INSTRUCTION: Answer any FIVE (5) questions only.**  
**Please use the answer booklet provided.**

### **Question 1**

Discuss the forces that have resulted in increased global integration and the growing importance of global marketing.

[20 marks]

### **Question 2**

Global marketers can avoid legal conflicts by understanding the reasons conflicts arise in the first place. Discuss the **FIVE (5)** potential sources of conflict that relate to global commerce.

[20 marks]

### **Question 3**

Determine the **FIVE (5)** basic segmentation strategies. Give an example of a company that has used each one.

[20 marks]

### **Question 4**

*“Companies must decide whether to expand by seeking new markets in existing countries or, alternatively, seeking new country markets for already identified and served market segments”.*

Based on the statement above, explain the **FOUR (4)** market expansion strategy options for companies.

[20 marks]

**Question 5**

Critically analyse the difference between local, international and global products. Cite examples to your answer.

[20 marks]

**Question 6**

Explain gray market goods and discuss its implications on global marketers.

[20 marks]

**Question 7**

Discuss the guidelines that can assist marketing managers in their efforts to establish global brand leadership. Illustrate your answer with examples.

[20 marks]

**Question 8**

There are many key issues concerning global e-commerce companies. Examine with examples.

[20 marks]

**END OF QUESTION PAPER**