

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P5126 : INTERNATIONAL MARKETING ASPECTS

DATE : 25 APRIL 2012 (WEDNESDAY)
DURATION : 2 HOURS (2.30 PM – 4.30 PM)

This paper consists of **THREE (3)** pages including the front page.
Essay (4 questions – answer all)

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THE CHIEF INVIGILATOR

ESSAY (100 marks)

Instruction: This section consists of **FOUR (4)** essay questions. Answer all questions.

QUESTION 1

- (a) Define Balance of Payment (4 marks)
- (b) Describe **THREE (3)** components of balance of payment. (9 marks)
- (c) There are lots of small medium industries existing nowadays. Therefore, to ensure its sustainability, government does many things in order to protect them. Briefly explain **FOUR (4)** protections methods that can be implemented by government. (12 marks)

QUESTION 2

- (a) Define cultural borrowing. (4 marks)
- (b) Business customs can be grouped into three categories. Explain briefly **THREE (3)** categories of business customs with suitable example. (9 marks)
- (c) Economic risks are important and recurring part of the political environment that few international companies can avoid. Explain **THREE (3)** economic risks that can occur. (12 marks)

QUESTION 3

- (a) Explain **THREE (3)** political risks that might be faced by an international firm in a foreign country. (10 marks)
- (b) Describe **FIVE (5)** economic risks that a marketer might face in foreign country (15 marks)

QUESTION 4

- (a) Choosing the right distribution channel is the challenging task to the marketer. List **FIVE (6)** factors that marketer should consider in selecting the distribution channel. (6 marks)
- (b) List **TWO (2)** difference(s) between agent middlemen and merchant middlemen. (4 marks)
- (c) Explain **FIVE (5)** sales terms that are often used in international trade. (15 marks)