

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM504: GLOBAL MARKETING

DATE : 17 NOVEMBER 2012 (SATURDAY)
DURATION : 2 HOURS (8.30 A.M. – 10.30 A.M.)

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

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THE CHIEF INVIGILATOR

(The CLO stated is for reference only.)

QUESTION 3

- a) Describe any **FOUR (4)** global communication tools in marketing. (CLO 2:C2)
(8 marks)
- b) Define the concept of viral marketing.(CLO 1:C1)
(5 marks)
- c) State **THREE (3)** advantages and disadvantages of viral marketing. Support your answers with suitable examples.(CLO 2:C2)
(12 marks)

QUESTION 4

- a) Explain market coverage (CLO3: C2)
(6 marks)
- b) Differentiate between skimming pricing and penetration pricing. (CLO3: C4)
(4 marks)
- c) Describe **FIVE (5)** types of non-tariff barriers. (CLO3: C1)
(15 marks)

ESSAY (100 MARKS)

INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL**.

QUESTION 1

- a) Define global marketing. (CLO1: C1)
(5 marks)
- b) Discuss **FOUR (4)** orientations in the development of global marketing concepts.
(CLO1:C2)
(12 marks)
- c) Describe **FOUR (4)** points that proves the emergence of a global service economy.
(CLO1: C1)
(8 marks)

QUESTION 2

Global marketing environment is a complex term to explain because it covers all of the continuously changing worldly issues. It comprises intermediate and macro environment.

- a) Explain **FOUR (4)** components of intermediate environment in global marketing.
(CLO1:C2)
(12 marks)
- b) State **FOUR (4)** macro environment factors that would give impact towards global marketing.(CLO1:C1)
(4 marks)
- c) Elaborate the meaning of pressure group and support with relevant examples.
(CLO1:C3)
(5 marks)
- d) Explain briefly **FOUR(4)** responsibilities of pressure groups.(CLO1:C2)
(4 marks)