

ESSAY (100 marks)

INSTRUCTION:

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

QUESTION 1

(a) Explain the following categories in business customs with examples:

- i) Imperatives
- ii) Adiaphora
- iii) Exclusive

(12 marks)

(b) Discuss **THREE(3)** marketing strategies which do not require to accept changes.

(9 marks)

(c) Differentiate between decentralized and centralized decision making.

(4 marks)

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

P5126 : INTERNATIONAL MARKETING ASPECTS

DATE: 23 NOVEMBER 2012 (FRIDAY)
DURATION: 2 HOURS (8.30 A.M – 10.30 A.M)

This paper consists of **FIVE (5)** pages including the front page.
Answer **ALL** questions

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BY THE CHIEF INVIGILATOR

QUESTION 3

- (a) Differentiate between P-Time (Polychromic) and M-Time (Monochromic)
(4 marks)
- (b) Discuss **THREE (3)** reasons seeking an out-of-court settlement in International commercial legal disputes is probably better than suing.
(6 marks)
- (c) Even though expropriation and confiscation are warning as risks of doing business abroad, international companies are still confronting a variety of economic risks that can occur with little warning. Describe **FIVE (5)** economic risks that few international companies could avoid.
(15 marks)

QUESTION 2

- (a) Every strategy has its own advantage and disadvantage depending on company's strength and weakness, capabilities involvement degree and also marketing characteristic. Explain the following strategies:
- i) Exporting (5 marks)
 - ii) Licensing (5 marks)
 - iii) Franchising (5 marks)
- (b) Give **THREE (3)** differences between Joint Ventures and Consortia.
(6 marks)
- (c) List **FOUR (4)** advantages of Joint Ventures.
(4 marks)

QUESTION 4

McDonald is one of the established fast food chains in the world which locates its outlets strategically. Entrance strategies applied in various countries are based on franchising method. For Japan market, localization of menu served such as BigMac and Fillet O' Fish and Teriyaki McBurger have created big sales in Japan. Promotional approaches used in Japan; a busy country have positioned McDonald as one of the popular family restaurants. One popular television commercial where a father is spending time with his family at McDonald has opened Japanese's eyes on family and quality time and the best place to be is at McDonald.

- (a) Based on the above extract, describe **THREE (3)** advantages of franchising in business entrance strategies.

(12 marks)

- (b) Discuss **FOUR (4)** possible reasons for localizing our products or services in international business.

(13 marks)