

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION**MBAD 863: INTERNATIONAL MARKETING****STREAMS: MBAD Y1S1****TIME: 3 HOURS****DAY/DATE: THURSDAY 07/10/2021****8.30 A.M. – 11.30 A.M.****INSTRUCTIONS**

- **Answer All questions.**

**Question one (CASE STUDY)****Read the below case study and answer the questions that follow.**

Kenya is among the top three preferred investments destinations in Africa, a survey by the Africa Business Panel has found. The country was listed third, after South Africa and Nigeria. In a report released by the network of investors working in Africa, the business professionals note that their choice of Kenya was hugely anchored on the growth of Nairobi as the regional hub for East Africa, which is increasingly becoming more important with the integration of the East Africa Community.

Dozens of companies are moving their regional and continental headquarters to Nairobi, which is supported by ease of travel and a pleasant lifestyle. This means that industries such as construction, real estate and services to corporations are growing steadily in the country, and will continue to do so.

As the largest economy in the EAC, the report states, Kenya has become a regional leader, setting the pace for its peers in the proposed political federations. Kenya also has better infrastructural and information, Communication and Technology (ICT) development compared

to its neighbors. This has given it an advantage over the rest, making it attractive to investors in sectors that have been identified as key economic drivers for the continent.

**Questions**

- a) Explain why Kenya is regarded highly as an investment of choice in Africa. (10 marks)
- b) Discuss the benefits of international marketing to a firm. (10 marks)

**Question two**

- a) Identify and explain the economic forces for internationalization by firms. (10 marks)
- b) Explain the importance of conducting international marketing research. (10 marks)

**Question three**

- a) Discuss the factors that a firm should consider when choosing a country for its marketing activities. (8 marks)
- b) Explain six international marketing strategies the firm can use to enter the international market for competitive advantage. (12 marks)

**Question four**

- a) Explain cultural and legal aspects governing international business clearly outlining their implications across borders. (12 marks)
  - b) Establishing linkages across marketing mix elements is critical in a competitive environment, where product differentiation may not offer a long-term advantage. Discuss the product policies commonly applied in the international marketing mix. (8 marks)
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