



SCHOOL OF BUSINESS
NURTURING INNOVATORS
JANUARY-APRIL 2024 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
EVENING PROGRAMME
RMK 303: GLOBAL MARKETING MANAGEMENT

DATE: 13 Saturday April 2024
2 HOURS

TIME:

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.
This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

- a. Write your **ADMISSION NUMBER** clearly on the answer booklet(s).
- b. Questions in all sections should be answered in the answer booklet(s).
- c. Marks allocated to each question are shown at the end of the question.
- d. **PLEASE** start the answer to **EACH** question on a **NEW PAGE**.
- e. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- f. Write your answers in paragraph form unless stated otherwise.
- g. Keep your phone(s) **SWITCHED OFF** at the front of the examination room.
- h. Keep **ALL** bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
- i. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

Ensure your responses are concise, well structured, and supported by relevant examples to demonstrate a solid understanding of the Global Marketing concepts.

QUESTION ONE: (Compulsory)

(30 marks)

Case Study: Global Marketing Expansion for TechGiz Solutions

Background: TechGiz Solutions, a leading technology company based in Nairobi, has experienced significant success in the domestic market with its innovative gadgets and software solutions. Seeking to expand its global footprint, TechGiz has set its sights on entering the emerging markets of Southeast Asia, specifically Indonesia.

TechGiz has developed a revolutionary new smartphone designed to cater to the unique needs and preferences of Indonesian consumers. The device boasts advanced features tailored to the local market, including dual SIM support, extended battery life optimized for frequent power outages, and pre-installed apps for popular local services.

- a. Define cultural intelligence (CQ) and provide **TWO** importance in global marketing
(4 Marks)
- b. Identify **THREE** key cultural factors that may influence the marketing strategy.
(6 Marks)
- c. Discuss **FIVE** strategies for adapting the marketing approach to diverse cultural contexts.
(10 Marks)
- d. Provide **FIVE** recommendations for overcoming any cultural challenges presented in the case study.
(10 Marks)

QUESTION TWO

a)

- i. Discuss **TWO** ethical dilemmas faced by companies operating in global markets.
(4 Marks)
- ii. Analyze the impact of these dilemmas on brand reputation and propose strategies to address them.
(6 Marks)

b)

- i. Explain **THREE** importance of cultural adaptation in global branding strategies.
(6 Marks)
- ii. Provide examples of **TWO** global brands and analyze how they successfully adapted their branding to diverse cultural contexts.
(4 Marks)

QUESTION THREE

a)

- i. Identify **THREE** key challenges and opportunities in implementing digital marketing strategies across diverse cultural landscapes. **(6 Marks)**
- ii. Evaluate **TWO** pricing strategies and their effectiveness in diverse global markets. **(4 Marks)**

b)

- i. Explain any **TWO** challenges of cross-cultural communication in global marketing. **(4 Marks)**
- ii. Elaborate **THREE** strategies of how global brands can overcome language and cultural barriers in their digital marketing efforts. **(6 Marks)**

QUESTION FOUR

a)

- i. Elaborate how emerging trends in artificial intelligence (AI) and predictive analytics impact global marketing strategies? **(5 Marks)**
- ii. Define Key Performance Indicators (KPIs) and provide **TWO** importance of KPI in global marketing analytics? **(5 Marks)**

b)

- i. Examine the significance of legal frameworks in global marketing operations **(4 Marks)**
- ii. Analyze any **THREE** challenges companies face concerning legal compliance in multiple countries **(6 Marks)**

QUESTION FIVE

a)

- i. Discuss the role of analytics in refining marketing approaches and enhancing ROI, citing relevant examples. **(5 Marks)**
- ii. Analyze the role of communication and collaboration, in achieving global marketing objectives. **(5 Marks)**

b)

- i. Propose **THREE** strategies to overcome potential team-related challenges in a global marketing context. **(6 Marks)**
- ii. Justify these strategies based on their effectiveness in fostering a collaborative and productive global marketing team. **(4 Marks)**