



**Riara School of Business**  
*Nurturing business innovators*  
**SEPTEMBER –DECEMBER 2022 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**EVENING PROGRAMME**  
**RMK 303: GLOBAL MARKETING MANAGEMENT**  
**3<sup>RD</sup> DECEMBER 2022**  
**8:00AM-11:00 AM**

**SPECIAL INSTRUCTIONS**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in the book.
11. Fasten the supplementary pages to the inside back cover of the booklet.

### QUESTION ONE

- a) Amina has a company and plans to start its operations in Malawi. She comes to you as a Marketing Consultant for advice. Breakdown 5 reasons why businesses decide to trade internationally to give her assurance she is in the right direction. **(10 Marks)**
- b) Drafting a promotional campaign for n the foreign countries can be a daunting and confusing task. However caution must be taken to develop promotional campaigns in international markets. Identify 5 factors to be considered when developing such promotional campaigns in foreign markets **(10 Marks)**
- c) To standardize or differentiate always arising when companies plan to global. Examine 5 FIVE factors directing companies making decision on this area **(10 Marks)**

### SECTION TWO: ANSWER ANY TWO QUESTIONS

#### QUESTION TWO

- a) Management of global marketing organisation is not an easy task .Discuss any four types of orientations of Global Marketing a company can incline to **(8 Marks)**
- b) Evaluate 6 considerations is taken by global company executives in making pricing decisions **( 12 Marks)**

#### QUESTION THREE

- a) Kenya is a victim of terror attacks. Explain 5 ways in which terrorism is affecting kenys international trade negatively. **(10 Marks)**
- b) Tiata limited is a multinational firm in Kenya, Elaborate 5 ways in which the firm may use information technology in its operations **(10 Marks)**

#### QUESTION FOUR

- a) Assess FIVE Driving Forces of International Marketing **(10 Marks)**  
)
- b) Describe the constraints of conducting research internationally **(10 Marks)**

