



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA403
COURSE TITLE : INTERNATIONAL AMRKETING
DURATION : 3 Hours
DATE : 16/11/2019

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INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer question 1 and any **three (3)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

SECTION A

Adapting to the local culture is an important aspect of strategy for many products. Understanding a country's history helps achieve that goal. Microsoft has nine different editions reflecting local "history" to be sure that its Encarta multimedia encyclopedia on CD-ROM does not contain cultural blunders. As a consequence, it often reflects different and sometimes contradictory understandings of the same historical events. For example, who invented the telephone? In the U.S., U.K., and German editions, it is Alexander Graham Bell, but ask the question in the Italian edition, and your answer is Antonio Meucci, an Italian-American candle maker whom Italians believe beat Bell by five years. For electric light bulbs, it is Thomas Alva Edison in the United States, but in the United Kingdom, it is the British inventor Joseph Swan.

Other historical events reflect local perceptions. The nationalization of the Suez Canal, for example, in the U.S. edition is a decisive intervention by superpowers. In the French and U.K. editions, it is summed up as a "humiliating reversal" for Britain and France—a phrase that does not appear in the U.S. edition. Although Microsoft is on the mark by adapting these events to their local historical context, it has, on occasion, missed the boat on geography. South Korean ire was raised when the South Korean island of Ullung-do was placed within Japan's borders and when the Chon-Ji Lake, where the first Korean is said to have descended from heaven, was located in China. And finally, an embarrassed Microsoft apologized to the people of Thailand for referring to Bangkok as a commercial sex center, assuring the women's activists group that protested that the revised version would "include all the great content that best reflects its rich culture and history." Microsoft also bows to political pressure. The government of Turkey stopped distribution of an Encarta edition with the name Kurdistan used to denote a region of southeastern Turkey on a map. Hence Microsoft removed the name Kurdistan from the map. Governments frequently lobby the company to show their preferred boundaries on maps. When the border between Chile and Argentina in the southern Andes was in dispute, both countries lobbied for their preferred boundary, and the solution both countries agreed to was—no line. But our fun stories about changes to Encarta must come to an end, because the online encyclopedia has itself become a topic of history. Microsoft folded the entire Encarta operation without explanation in 2009; most analysts agree Wikipedia simply did it in. Sources: Kevin J. Delaney, "Microsoft's Encarta Has Different Facts for Different Folks."

The Wall Street Journal, June 25, 1999, p. A1; "Why You Won't Find Kurdistan on a Microsoft Map of Turkey," Geographical , November 1, 2004; Nick Winfield, "Microsoft to Shut Encarta as Free Sites Alter Market," The Wall Street Journal , March 31, 2009, p. B3.

Question 1

- a. What is your understanding of culture? (5 marks)
- b. Why is understanding of history important in international marketing? (5 marks)
- c. Outline international lessons drawn from the case. (15 marks)

SECTION B (choose any 3 questions)

Question 2

Define the following terms as they are used in the study of international marketing

- a. Ethnocentrism (5 marks)
- b. Domestication (5 marks)
- c. Confiscation (5 marks)
- d. Franchising (5 marks)
- e. Greenfields." (5 marks)

Question 3

The Zimbabwean business environment is currently dominated by small companies and very few Multinational enterprises (MNEs). Critically evaluate the strategic options for market entry a small company would pursue compared to multinational Enterprises from Zimbabwean perspectives. (25 marks)

Question 4

Advise the new CEO of an international marketing organizations any four (4) ways to safeguard against inflation. **(25 marks)**

Question 5

How would use the Hofstede's 5 dimensions of culture in international marketing. **(25 marks)**

End of paper