



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA403
COURSE TITLE : INTERNATIONAL MARKETING
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 4.1
DATE : 18 NOV 2019

INSTRUCTIONS TO CANDIDATES:

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

QUESTION 1

Using suitable examples, Identify and describe the major actors in international marketing.

[Total marks 25]

QUESTION 2

- a. A crucial step in developing a global expansion strategy is the selection of potential target markets, outline A four-step procedure for the initial screening process in country selection for international marketing. **[12 marks]**
- b. Using suitable examples, outline any 4 element to consider when making decision for international marketing mode of entry. **[13 marks]**

QUESTION 3

Describe network theory and its applicability in the internationalization of firms.

[Total marks 25]

QUESTION 4

how relevant is Hofstede's five dimensions of culture to international marketing. **[25 marks]**

QUESTION 5

Advise a new international marketer on how to make choice of an Advertising Agency in international marketing. **[Total marks 25]**

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