



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA403
COURSE TITLE : INTERNATIONAL MARKETING
SPECIAL REQUIREMENTS : none
DURATION : 3 Hours
LEVEL : 4.1
DATE : 11 OCT 2023

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer Question 1 and any 3 questions from section b.
3. The number of marks for each question or part question is shown in brackets []
4. Use of non-programmable calculators is allowed.
5. Show all your workings in order to gain full marks.
6. Begin each answer on a new page.
7. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

SECTION A

Deglobalisation will leave Africa poorer

By Newsreport.co.zw | Published: 27 Apr 2022

THE global economic crisis triggered by the outbreak of the COVID-19 pandemic in 2020 and Russia's invasion of Ukraine in February this year has intensified the risk of declining trade integration between countries. A process referred to as the deglobalisation of trade.

The pandemic sent shocks through supply chains across the world. As a result, companies in some advanced economies have started to prioritise bringing production that was previously outsourced to Asia back home — or closer to home. The expectation is that this will avert ongoing and future supply chain disruptions, ensuring a steady and reliable supply of goods.

Russia's invasion of Ukraine has exacerbated global supply shortages after the pandemic. It is also further fueling expectations of major reduced reliance on global supply chains by businesses. This is particularly true of companies in Europe and the US. This trend risks adding additional strain to economies in Africa on top of the current economic pain from soaring food and fuel price inflation imposed by the war in Ukraine. A deglobalising world poses serious risks for Africa. This has been confirmed by findings in a recent World Bank report. It shows that reversing globalisation through reshoring of value chains has the potential to push an additional 52 million people into extreme poverty.

Those living in sub-Saharan Africa would be the hardest hit. It would make Africa a poorer place. Global trade integration (trade's share of global GDP) sped up after 1990, and then slowed down after reaching a peak in 2008 when the financial crisis caused an economic downturn. The remarkable rise in global trade integration during the 1990s and 2000s is intimately tied to the rapid growth in global value chain trade.

Why being connected matters

Connecting to the global economy is vital for spurring growth and development on the continent. This is because it creates opportunities for firms to specialise in specific tasks. In turn this allows them to integrate into parts of a global value chain even when they lack the competitive advantage to produce an entire product domestically.

Question 1.

- a. what is your understudy by deglobalisation [5 Marks]
- b. discuss the challenges to international marketing outlined in the case above. 10 marks
- c. discuss the impact of Russia- Ukraine war on international marketing . 25 marks

SECTION B

Question 2

Using relevant recent examples discuss any 4 (Four) major hindrances for firms to enter into international marketing business. [20 Marks]

Question 3

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

- i. Global marketing [10 marks]
- ii. Collectivism [10 marks]

Question 4

With the aid of suitable examples discuss why is it important for international marketing managers to understand different cultural dimensions as outlined by Hofstede? [20 Marks]

Question 5

Discuss the any 5 (Five) reasons for strategic alliances in international marketing. 20 marks

END OF EXAMINATION PAPER

2/2 (am)