



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF MARKETING

EXAMINATION PAPER

COURSE CODE : CMA403
COURSE TITLE : INTERNATIONAL MARKETING
DURATION : 3 Hours
DATE : 23 March 2021

Printed

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer ALL in section A and any three (3) section B.
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, discuss how any four Christianity religion values influence the success of an international firm (25marks)

Question 2

a. Advise the government of the Zimbabwe any 3 reasons for the imposition of trade barriers (15 marks)

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

Trade protectionism (2 marks)

Self-reference criterion (2 marks)

Non-tarrif measures (2 marks)

Polycentric predisposition (2 marks)

Free trade zone (2 marks)

Question 3

Using examples, evaluate how the following political risks lead to the demise of international operations

a. confiscation (10 marks)

b. domestication (10marks)

c. ethnocentrism (5 marks)

Question 4

What is the relevance of Hofstede's 5 dimension of culture to an international marketer based in Africa (25 marks)

Question 5

Discusany 4 (Four) disadvantages of using the internet for international marketing research.

(25
marks)

END OF PAPER