



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION
DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: HONOURS OF MARKETING	
QUALIFICATION CODE: 08BMAR	LEVEL: 8
COURSE CODE: IMT811S	COURSE NAME: INTERNATIONAL MARKETING MANAGEMENT
SESSION: JUNE 2022	PAPER: FIRST OPPORTUNITY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	MS. B.M. VAN NIEKERK (FT/PT/DISTANCE)
MODERATOR:	MR. RITTER

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Write as legible as possible, and as precise as possible5. Indicate your class lecturer's name on your answer sheet

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

SECTION A: THEORY AND APPLICATION QUESTIONS**[100 marks]**

Answer all the questions of Section A in the answer book(s) provided.

Question 1 (9)

Differentiate between the different approaches companies can follow in order to direct strategic orientation in international markets.

Question 2 (10)

A foreign country's economic viability should be assessed before and during international marketing. Compile a checklist for McDonalds regarding the country's economic position. The checklist should contain at least nine (9) points.

Question 3 (8)

Explain the four (4) types of political risks that international businesses face.

Question 4 (4x3=12)

Explain the various options available to an international marketer with regards to dispute resolution.

Question 5 (21)

5.1 Differentiate between the three (3) main legal systems in international marketing. Mention under which of the main legal systems the Namibian law abides to. (11)

5.2 As an international marketer, you will face different legal systems in different countries. The legal environment forms a very critical component in international contracts. Describe the common issues in legal environment. (10)

Question 6 (18)

Outline and briefly describe the process of cultural analysis

Question 7 (22)

7.1 Outline the planning phases when an organization such as Namib Mills want to enter new markets. (12)

7.2 Namib Mills foresees going international and must decide on which market entry mode to use. There are a few issues a company must take into consideration when deciding on the entry mode to a foreign market. Construct a decision criterion for the mode of entry which includes all the categories that need to be considered. (10)

