



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING & LOGISTICS**

<b>QUALIFICATION: HONOURS OF MARKETING</b>	
<b>QUALIFICATION CODE: 08BMAR</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: IMT811S</b>	<b>COURSE NAME: INTERNATIONAL MARKETING MANAGEMENT</b>
<b>SESSION: JUNE 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	MS. B.M. VAN NIEKERK (FM/PT/Distance) COORDINATOR
<b>MODERATOR:</b>	MR. RAINER RITTER

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>SEVEN (7)</b> questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Write as legible as possible, and as precise as possible</li><li>4. Indicate your class lecturer's name on your answer sheet</li><li>5. Read each question carefully</li><li>6. Allocate your time appropriately</li></ol>

**THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES INCLUDING THE FRONT PAGE.  
GOOD LUCK!**

**SECTION A: MULTIPLE CHOICE QUESTIONS**

**[20]**

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. 1 mark shall be awarded for each correct answer. **[10x2 = 20 marks]**

**QUESTION 1.1**

James Wells is preparing to direct his company's entry into the Asian market. His success will depend upon the skill with which he

- A. masters a foreign language.
- B. adapts the marketing mix to the uncontrollable factors unique to the area.
- C. selects media.
- D. translates domestic prices into foreign currency.

**QUESTION 1.2**

Recently, the Japanese economy has been influenced by a variety of factors that have caused a fall in the value of the yen vis-à-vis the dollar. The stronger dollar has poorly affected the export business of the ABC Corporation. The firm's experience is an example of how foreign ventures can be affected by domestic:

- A. legal structure.
- B. economic conditions.
- C. political forces.
- D. technological developments.

**QUESTION 1.3**

The process of evaluating the uncontrollable elements in an international marketing program is frequently attended by:

- A. cultural shock.
- B. political shock.
- C. economic shock.
- D. all of the above.

**QUESTION 1.4**

Many firms have experienced frustration resulting from expensive breakdowns and malfunctions in the sophisticated equipment installed in foreign installations. Often, the cause of the problem is the failure of foreign residents in these plants to provide the maintenance required by the equipment. Firms typically fail to appreciate critical differences in its foreign market's:

- A. political market.
- B. competitive market.
- C. technological climate.
- D. economic climate.

**QUESTION 1.5**

In the broadest sense, the 'culture' of international marketing is composed of:

- A. the uncontrollable elements of the foreign market.
- B. the controllable elements of the foreign market.
- C. the uncontrollable elements of the domestic market.
- D. the controllable elements of the domestic market.

### QUESTION 1.6

The international marketer's ability to assess foreign cultures in an objective, unbiased manner is often inhibited by unconscious reliance upon his or her:

- A. ethnocentric education.
- B. self-reference criterion.
- C. repetitive action syndrome.
- D. cross-cultural criterion.

### QUESTION 1.7

The ABC Corporation has recently sought to supplement its traditional domestic marketing program by establishing a presence on the Internet. The firm has been surprised by the large and increasing volume of foreign orders this move spawned. At this stage, ABC's international role would be best described as:

- A. global marketing.
- B. international marketing.
- C. no direct foreign marketing.
- D. regular foreign marketing.

### QUESTION 1.8

The ABC Corporation has established a group of foreign-based intermediaries to produce and market products for a variety of carefully selected foreign markets. The firm would be best described as engaging in:

- A. global marketing.
- B. no direct foreign marketing.
- C. regular foreign marketing.
- D. international marketing.

### QUESTION 1.9

In which of the following phases of international marketing involvement is worldwide standardisation of business activities most likely to be used to achieve advantages whenever and wherever it is cost effective and culturally feasible?

- A. International marketing.
- B. Regular foreign marketing.
- C. Cross-cultural marketing.
- D. Global marketing.

### QUESTION 1.10

While the ABC Corporation focuses primary attention upon its domestic market, it has begun to seek profitable foreign markets for its domestically produced products. The firm would be best described as following a:

- A. domestic market extension concept.
- B. multidomestic market concept.
- C. international market concept.
- D. global market concept.

**SECTION B: APPLICATION QUESTIONS****[80 marks]**

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

**Question 2** **(5)**

2.1 What is meant by global marketing? (2)

2.2 Describe how global market orientation influence the adaptation of products and marketing strategies? (3)

**Question 3** **(8)**

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

**Question 4** **(5x2=10)**

Technological developments have brought both new businesses and new ways of doing old business. Outline the major developments that technology has brought to international marketing.

**Question 5** **(23)**

5.1 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. (15)

5.2 Differentiate between the three (3) main legal systems in international marketing. Mention under which of the main legal systems the Namibian law abides to. (8)

**Question 6** **(4X3=12)**

Discuss the various cultural dimensions identified by Geert Hofstede and make it applicable on international marketing.

**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 has to decide on which market entry mode to use. There are a number of issues a company has to take into consideration when deciding on the entry mode to a foreign market. Construct a decision criteria for the mode of entry which includes all the categories that need to be taken into account. (10)

*06/05/2019*