



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08MARH	LEVEL: 8
COURSE CODE: IMT811S	COURSE NAME: INTERNATIONAL MARKETING MANAGEMENT
SESSION: JULY 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. E. SIMATAA
MODERATOR:	DR. B. TJIZUMAUE
INSTRUCTIONS	
<ol style="list-style-type: none">1. This question paper consists of four questions of equal value2. Answer ALL the questions.3. Write clearly and neatly.4. Number the answers clearly.5. Read each question carefully	

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

It is necessary to conduct an economic environment analysis when considering venturing into new territory. After all the investment attractiveness of a country is determined by its economic status. Prosperous economies attract foreign investments as more investors seek to expand their fortunes by tapping into the growing economy.

- 1.1 Define the following economic environmental terms that have an impact on international marketing:
- a) Free trade
 - b) Protectionism
 - c) Balance of Payments
 - d) Foreign Exchange
 - e) Inflation

[10]

- 1.2 The marketer needs to assess the foreign country's feasibility for investment. List any five (5) economic factors that an International Marketer needs to assess to understand the country's position.

[5]

- 1.3 There are important macro economic indicators to the performance of an economy that an International Marketer should take into consideration before venturing in foreign markets. Discuss with examples the following Macroeconomic indicators and why they are important:

[10]

[25]

QUESTION 2

International marketers must remain sensitive to various points of view to ensure that their brand does not contain any facets that may be offensive to any culture. When marketing products overseas, businesses should be sensitive to local conditions.

- 2.1 Define the following concepts
- a) Culture
 - b) Culture adaptation
 - c) Planned Cultural change
 - d) Virtue theory of ethics
 - e) Social institutions

[10]

- 2.2 Discuss with examples any five (5) cultural elements that marketers should consider with regard to international marketing.

[10]

- 2.3 Ethics deals with what is morally right or wrong. Moral business standards are usually not clear even in the domestic market making it difficult for you as a marketer to know which behaviour is acceptable and which is not. Discuss the Utilitarian theory of ethics in relation to International Marketing.

[5]

[25]

QUESTION 3

- 3.1 The global political scene is changing rapidly as changes in governments, changes in policies, revolutions, and political upheavals occur daily in different corners of the world. Discuss with examples the three main players in the political arena that the international marketer should consider when making marketing decisions. [9]
- 3.2 Define the following important concepts that international marketers should understand. [8]
- a) Political stability
 - b) Political risk
 - c) Political sanctions
 - d) Cyber terrorism
- 3.3 Discuss with examples the four (4) different ways in which the government can take ownership of businesses that an international marketer should know of. [8]
- [25]

Question 4

- 4.1 Explain the concept of globalisation in the context of international marketing. [5]
- 4.2 Discuss any five (5) different reasons raised against globalisation? [10]
- 4.3 With the use of example, explain the concept of Market adaptation and what should be adapted by the international marketer. [10]
- [25]

Total Marks: 100

End of Examination