



**NAMIBIA 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: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. E. SIMATAA
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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

The world of marketing is truly dynamic and very exciting. One of the most talked about trends has been the globalisation of markets for goods and services. However, the definition of marketing applies regardless if something is being produced for the local or international market.

- 1.1 Contrast and explain the following concepts:
- a) International Marketing vs Global Marketing [2.5]
 - b) Self-reference criterion (SRC) vs Ethnocentrism [2.5]
- [5]
- 1.2 It is impossible for a marketer to learn every culture in depth, but he or she can be aware, open to differences, and also ask questions when he or she does not know the new environment. By using the international brands you commonly see in Namibia (e.g. banks, retail shops, etc.) pinpoint the SRC influence in each case. What is the most effective way to control and deal with the influence of the self-reference criterion? [10]
- 1.3 Some companies find themselves in new markets without direct concerted efforts, however deciding on whether or not to go international should never be taken lightly. Entry into new markets can take various predetermined methods; it basically depends on the individual company, its products, the marketing department, and so on. Discuss with relevant examples the five (5) different stages of international involvement. [10]
- [25]

QUESTION 2

Technology refers to the application of scientific knowledge, tools, and techniques to solve practical problems, improve processes, and achieve specific objectives. It encompasses a wide range of inventions, innovations, and systems that enable humans to manipulate the natural world and enhance their capabilities. Knowledge of the technological aspects is key to the identification and utilisation of relevant technologies within the marketer's operating environment.

- 2.1 Discuss with examples how technology affects international marketing. [15]
- 2.2 Technological developments have brought both new businesses and new ways of doing old businesses. Discuss any five (5) ways in which new technologies have impacted international marketing and business. [10]
- [25]

QUESTION 3

The geographic environment of a country plays a crucial role in shaping the marketing activities of companies operating within its borders. Understanding this environment is essential for marketers to make informed decisions that resonate with local consumers and drive business success. Discuss with practical examples, four (4) ways in which the geographic environment can influence marketing activities.

[25]

QUESTION 4

Dispute resolution or dispute settlement is the process of resolving disputes between parties. Dispute resolution may also be referred to as alternative dispute resolution, appropriate dispute resolution, or ADR for short. Dispute resolution processes are alternatives to having a court decide the dispute in a trial or other institutions decide the resolution of the case or contract.

4.1 Discuss with examples the following Dispute Resolution mechanisms:

- a) Arbitration
- b) Mediation
- c) Conciliation
- d) Negotiation

[8]

4.2 An English businessman had a contract to buy from a Japanese manufacturer 100,000 dolls at the price of 80 cents each, for which he found a contract to sell them at \$1.40 each. Before the dolls were delivered a strike took place at the Japanese plant and the consequence was that the price per doll increased from 80 cents to \$1.50. The English claimed that he had a contract for 80 cents/doll and the contract should be respected, while the Japanese company justified that they could not foresee the strike and this is "an act of God" (code law). At the same time the British used to the common law and precedents in similar situations, argued that strikes are part of running a business, not "an act of God" and the initial contract should be respected. They went to an Arbitration Centre that decided that they both should share the loss and both parties were content and complied.

Discuss reasons why seeking an out-of-court settlement in international commercial legal disputes is probably better than suing.

[8]

4.3 Intellectual property is a broad categorical description for the set of intangible assets owned and legally protected by a company from outside use or implementation without consent. An intangible asset is a non-physical asset that a company owns. According to the World Intellectual Property Organisation (WIPO), intellectual property refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.

Discuss with examples, any three (3) of the main categories of Intellectual property.

[9]

[25]

Total Marks: 100

End of Examination