



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR HONORS OF MARKETING	
QUALIFICATION CODE: 08BMAR	LEVEL: 8
COURSE CODE: IMT811S	COURSE NAME: INTERNATIONAL MARKETING MANAGEMENT
SESSION: JUNE 2025/ JULY 2025	PAPER: SECOND OPPORTUNITY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	DR. B.M. VAN NIEKERK (FT/PT)
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 clearly

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

THEORY AND APPLICATION QUESTIONS

[100 marks]

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

Question 1 _____ **(10)**

Outline the stages of international marketing involvement.

Question 2 _____ **(5)**

Explain the importance of the self-reference criterion.

Question 3 _____ **(9)**

Explain by means of examples how consumers can reap the benefits of globalization.

Question 4 _____ **(12)**

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

Question 5 _____ **(8)**

Identify and discuss Namibia's economic growth factors that exist to some extent during economic growth.

Question 6 _____ **(8)**

A foreign country's economic viability should be assessed before and during international marketing. Compile a checklist regarding the country's economic position. The checklist should contain at least eight (8) points.

Question 7 _____ **(12)**

Explain the main four (4) forms of political risks which Namibia must consider when engaging international marketing in a foreign country such as Russia

Question 8 _____ **(8)**

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

Question 9 _____ **(18)**

Outline and briefly describe the process of cultural analysis

Question 10**(10)**

Namibia foresees international marketing 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

Total marks: 100