

**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: FIRST OPPORTUNITY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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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 _____ **(9)**

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

Question 2 _____ **(12)**

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

Question 3 _____ **(12)**

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

Question 4 _____ **(7)**

Briefly discuss the three (3) stages involved in the technological development process.

Question 5 _____ **(60)**

Please read the scenario below and answer the questions accordingly.

Scenario: Importance of Considering Political and Economic Risks in International Marketing – Russia

Russia, the largest country in the world by land area, has long been an attractive market for international businesses, particularly in industries like energy, technology, and consumer goods. However, its political and economic environment presents significant risks that companies must carefully consider before entering the market. Marketers must carefully assess these risks and develop strategies that include risk mitigation measures, such as hedging against currency fluctuations, diversifying their operations, and considering local partnerships to navigate the political landscape.

5.1 Identify and discuss a Country's economic growth factors that exist to some extent during economic growth **(8)**

5.2 In terms of international marketing contributions, explain the five (5) crucial weaknesses driving the need for different thinking when a country such as Namibia considers marketing in Russia **(15)**

- 5.3 Explain the main four (4) forms of political risks which Namibia must consider when engaging international marketing in a foreign country such as Russia (12)
- 5.4 Explain five (5) various ways Namibia can reduce political risks when engaging in international marketing in a country such as Russia (15)
- 5.5 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 (10)

Total marks: 100