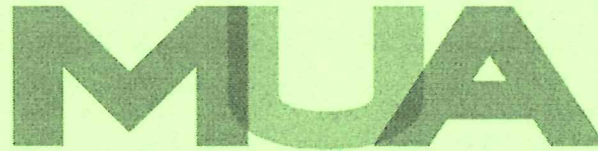


The
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CERTIFICATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

CERTIFICATE IN INTERNATIONAL RELATIONS AND
DIPLOMACY/ MANAGEMENT AND LEADERSHIP/ SUPPLY CHAIN
MANAGEMENT

CIR 105/CML 105/CSM 105: BASIC MARKETING MANAGEMENT/
PRINCIPLES OF INTERNATIONAL BUSINESS
AND INTERNATIONAL MARKETING/
FOUNDATION OF MARKETING

DATE: 3RD APRIL 2025

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. DO NOT write on this question paper.
3. This paper contains SIX (6) questions.
4. Question ONE is compulsory.
5. Answer any other FOUR questions.
6. Question ONE carries 30 MARKS and the rest carry 10 MARKS each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

SAFRILOM LIMITED

Safrilom Limited, a Kenyan real estate company, is exploring ways to expand its business into international markets. The company has thrived locally due to its unique differentiation strategy and customer-centric approach. However, as globalization intensifies and competition increases, Safrilom Limited plans to internationalize its operations by entering high-potential markets in Asia and Africa.

The company has identified potential challenges, including cultural differences, compliance with international trade regulations, and logistics complexities. Additionally, Safrilom is considering various entry modes, such as joint ventures, franchising, and direct exports, but is unsure which strategy aligns with its long-term goals.

The leadership is also keen on leveraging Foreign Direct Investments (FDIs) and adopting innovative marketing strategies tailored to local markets. To navigate the global market environment, Safrilom recognizes the need to align its pricing, promotion, and product policies with the diverse needs of foreign consumers while managing internal and external factors effectively.

Required

- a) Evaluate five strategic options Safrilom Limited should consider for international market entry. **(10 Marks)**
- b) Highlight five ways cultural and legal factors in international markets can influence Safrilom's success. **(10 Marks)**
- c) Explain five roles of Foreign Direct Investment (FDI) in Safrilom's internationalization strategy **(10 Marks)**

QUESTION TWO

- a) With the help of examples, demonstrate five differences between a domestic firm and a multinational enterprise (MNE). (5 Marks)
- b) Describe five roles of global trade agreements and economic blocs (e.g., WTO) in international marketing (5 Marks)

QUESTION THREE

- a) Using appropriate examples, explain five positive impacts of globalization (5 Marks)
- b) Explain how can companies use online platforms and social media to reach a global audience (5 Marks)

QUESTION FOUR

- a) Outline five factors that significantly influence international marketing decision (5 Marks)
- b) Using examples show how factors mentioned on a) above affect marketing strategies in the real estate industry. (5 Marks)

QUESTION FIVE

- a) Describe five advantages of franchising as a mode of entering international markets (5 Marks)
- b) Analyze five challenges faced by multinational corporations (MNCs) in international marketing. (5 Marks)

QUESTION SIX

- a) Discuss six factors influencing international pricing strategies. **(6 Marks)**
- b) Examine four elements of the marketing mix (4Ps) in an international context
(4 Marks)