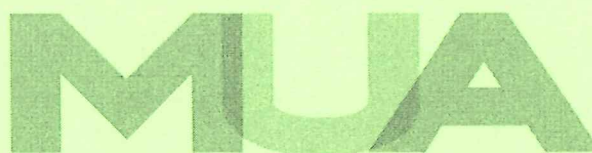


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 402: INTERNATIONAL MARKETING

DATE: 5TH AUGUST 2024

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 **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

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

The Lacoste brand and its famous logo were born in 1933, when René Lacoste and André Gillier, the owner of a leading knitwear manufacturing firm in France, set up the apparel company La Chemise Lacoste, and began manufacturing white polo shirts embroidered on the chest with the picture of a green crocodile. Reportedly, this was the first time that a brand name and logo appeared on the outside of a garment. The Lacoste shirts became a part of popular sportswear.

In the 1950s, LCL began exporting the shirts to overseas markets such as Italy and the US. In 1951, LCL introduced colored polo shirts. Towards the end of the 1950s, the company also introduced a children's line of polo shirts. In 1960, LCL launched striped polo shirts and shorts. LCL further expanded its operations in the international markets through licensing agreements. In 1961, LCL signed a clothing manufacturing and distribution license in Spain. In 1951, DC and LCL entered into an agreement whereby DC agreed to market Lacoste polo shirts in the US. DC sold the Lacoste polo shirts under the 'Izod Lacoste' label. Lacoste shirts were well received by American consumers and became a big hit in the US market. The popularity of the shirts increased in the 1950s when Dwight Eisenhower, the President of the US (1953-1961), was photographed playing golf in a Lacoste polo shirt with its crocodile logo. In 1966, DC signed a licensing agreement with LCL to manufacture and market Lacoste shirts in the US.

Over the years, the sales of Lacoste polo shirts surged and 'Izod Lacoste' established itself as a premium sportswear brand for men. However, the shirts also became more closely associated with Izod than with the Lacoste brand. In 1969, GM acquired DC and thus acquired the license to the Lacoste brand and the crocodile logo. During the 1970s, GM popularized the green crocodile logo by launching a range of clothing items like sweaters, jackets, ties, socks, etc. Gradually, the Lacoste clothing line was extended to include womenswear and children's clothes as well. However, the polo shirt with the green crocodile logo was still the Lacoste brand's flagship product, and it was still perceived as menswear brand. Until 1975, GM imported Lacoste polo shirts from France. The shirts were made of fine cotton with buttons made of mother of pearl. However, from 1975 onwards, GM started manufacturing the shirts in the US and Asia, and the shirts were of poorer quality. Lacoste shirts were now made of

a cotton/polyester blend, and their design was different from the original Lacoste shirt.

Required:

- a) From inception the Lacoste brand have been undergoing product modification, examine 5 main factors which may cause an organization to modify its products when venturing abroad. (8 Marks)
- b) Discuss the various strategies used by LCL Company over the years to position The Lacoste brand in the international markets. (10 Marks)
- c) Marketing control is a systematic and integrated process. Recommend to the LCL management the steps to use while exercising control over the marketing operation in other countries. (7 Marks)

QUESTION TWO

- a) Demonstrate how the elements of culture interact to influence international marketing decision. (10 Marks)
- a) Explain the main differences between International Trade and international Marketing. (5 Marks)

QUESTION THREE

- a) When developing international pricing strategies several stakeholders' interests must be taken into consideration. Examine how any seven international stakeholders influence pricing decisions. (7 Marks)
- b) Discuss how religion may affect international marketing activities. (8 Marks)

QUESTION FOUR

- a) On deciding to use the print press, television, radio, cinema or outdoor advertising, the marketer must consider several attributes of the media. Discuss. (8 Marks)
- b) Demonstrate how several criteria are used to influence the choice of international advertising agency. (7 Marks)

QUESTION FIVE

- a) Discuss the several points you would consider when identifying distribution intermediaries. (8 Marks)
- b) In planning for international marketing several entry strategies are worth considering. Analyze seven entry strategies in the international market that a firm can use. (7 Marks)

QUESTION SIX

- a) Assess any five international trends that could influence company's growth. (10 Marks)
- b) Performance of an international marketing research can be a daunting task. Highlight the factors affecting international marketing research. (5 Marks)