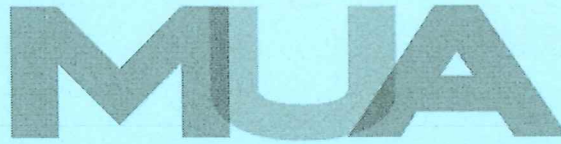


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 402: INTERNATIONAL MARKETING

DATE: 4TH DECEMBER 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:

T.J .CO Ltd systems global strategy

T.J .CO Ltd Systems BV (T.J .CO Ltd) was ranked 42 by Business Week magazine in its list of Top 100 global brands for the year 2005. In January 2005, T.J .CO Ltd was placed third in Brand Channel's fourth annual Reader's Choice Awards for the global brand with the most impact in 2004. T.J .CO Ltd's success was attributed to its vast experience in the furniture retail market, its product differentiation and cost leadership. The company sold its furniture in kits, to be assembled by the customers at home. In addition to furniture, T.J .CO Ltd also sold utility items such as utensils, hooks, clips, stands, etc. T.J .CO Ltd's founder David Kapatt had built an international furniture chain of 226 stores in Europe, Africa, Asia and the US. For fiscal year 2004-05, the company generated revenues of US\$ 17.9 billion, a 15% increase over the previous fiscal year. According to Anders, the CEO of T.J .CO Ltd, "Awareness of our brand is much bigger than the size of our company. That's because T.J .CO Ltd is far more than a furniture merchant. It sells a lifestyle that customers around the world embrace as a signal that they've arrived, that they have good taste and recognize value. The British design magazine Icon said, "If it wasn't for T.J .CO Ltd, most people would have no access to affordable contemporary design.

Kapatt started his business by buying pens, Christmas cards, matches, cigarette lighters, nylon stockings and other items in bulk. He sold these items to the residents of Smaland at a reasonable price, but still made healthy profits. To save more money, Kapatt would piggyback his packages on the trucks that delivered milk. T.J .CO Ltd soon started making money. In 1945, Kapatt started promoting business through mail order catalogues as conducting individual sales calls became impossible. Furniture was introduced in T.J .CO Ltd's product portfolio in the year 1947. By 1951, the furniture sales had increased so much that Kapatt decided to discontinue all other products and concentrate solely on selling furniture that was classy and low priced at the same time.

In the same year, the first T.J .CO Ltd furniture catalogue was issued and the first T.J .CO Ltd furniture shop was opened in 1953 at Almhult in Sweden. The first T.J .CO Ltd stores was opened at Almhult in 1958. The opening of the showroom was an important milestone in the growth of T.J .CO Ltd as customers could, for the first time, see and touch the furniture before giving an order.

By visiting the showroom, customers could review three dimensions of its products - function, quality and low price - before making their purchases. In 1956, T.J .CO Ltd launched its most successful product - Flat pack furniture. It was invented by accident when an T.J .CO Ltd employee realized that a bulky wooden table could fit into a car only when its legs were removed. He put this observation to work and thus was born furniture that could be easily dismantled and rearranged with the aid of accessories such as nails and screws. This technology brought T.J .CO Ltd two distinct advantages: it made furniture easy to carry (for both the buyer and the company), and it also reduced overall costs as buyers could assemble the products at home using instructions provided by the company...

Required:

- a) Evaluate the five trends that could have influenced T.J .CO Ltd management to go international. (10 Marks)
- b) T.J .CO Ltd management had to decide on more than one most suitable foreign direct investment entry strategy. Argue and come up with seven most suitable strategies for the company to adopt. (7 Marks)
- c) International products have their own life cycles and T.J (CO) is currently on the growth path. Illustrate the alternative product growth parts the company need to take into consideration (8 Marks)

QUESTION TWO

- a) International trade is not international marketing. Illustrate how the two relate to each other. (8 Marks)
- b) Evaluate how religion affect international marketing activities (7 Marks)

QUESTION THREE

- a) Evaluate the problematic tasks of international marketing research.
(10 Marks)
- b) Assess the effect of the 5 main factors which may cause an organization to modify its products when venturing abroad.
(5 Marks)

QUESTION FOUR

- a) Multinationals find it more convenient to use intermediaries in foreign markets. Argue for and against the use of intermediaries
(7 Marks)
- b) Analyze the three levels of international marketing planning and evaluate the reasons why international market planning may sometimes fail.
(8 Marks)

QUESTION FIVE

- a) Identify and evaluate the need / importance of Export Marketing at the National Level
(5 Marks)
- b) Evaluate how any five factors affect international pricing decisions.
(10 Marks)

QUESTION SIX

- a) A company operating internationally must modify its organizational structure to accommodate market changes. Discuss nature of a multinational organization structure.
(7 Marks)
- b) Assess how the four main elements of promotional mix include impact on the international marketing:
(8 Marks)