

The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/ / BACHELOR OF COMMERCE

MKT 402 INTERNATIONAL MARKETING

DATE: 27TH JULY 2026

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 study below and answer the questions that follow:

BRIDGING TRADITION AND TECHNOLOGY: GLOBALTECH'S STRATEGIC PIVOT IN EMERGING MARKETS

GlobalTech, a multinational electronics corporation, faces a complex entry strategy into an emerging market characterized by significant socioeconomic hurdles, including low purchasing power and underdeveloped infrastructure. Compounded by strong cultural resistance to modernization and risks concerning political volatility and brand piracy, the company's management is currently debating whether to deploy a standardized global marketing strategy or to pivot toward a localized model.

This case study explores the necessity of transitioning from a rigid, "one-size-fits-all" approach to an adaptive, localized strategy to ensure sustainable market penetration and brand longevity. The target environment presents a stark contrast to GlobalTech's established territories, as the local population prioritizes ancestral traditions, creating a consumer base naturally skeptical of disruptive technology. Infrastructure deficits—such as inconsistent power and limited logistical networks—further complicate the distribution of high-end consumer electronics. Furthermore, the business environment is marred by political uncertainty and high rates of brand piracy, posing a dual threat to both operational security and intangible brand equity.

The core dilemma for management lies in the "Standardization vs. Localization" trade-off; while standardization offers economies of scale and a unified brand image, it risks alienating the local populace and ignoring the practical limitations of the host country's infrastructure. To mitigate these risks, Global Tech should adopt a "Hybrid Localization Strategy" that moves away from a top-down template. First, the firm should engage in product adaptation, prioritizing entry-level models designed for durability, offline functionality, and low energy consumption, rather than pushing high-end flagship products.

Second, marketing communications must be culturally integrated, framing new technology as a tool to preserve or enhance traditional practices rather than replace them. Partnering with respected community leaders can help bridge the initial trust gap.

Third, forming joint ventures with local firms can provide the political legitimacy needed to navigate local bureaucracy while utilizing established, regional distribution networks. Finally, to combat piracy, GlobalTech should move beyond legal enforcement by offering superior local warranties, customer service, and community support programs—value-added services that counterfeiters, who operate solely on price, cannot replicate. By aligning its product suite with local income levels and cultural values, GlobalTech can shift from being perceived as an intrusive outsider to a vital partner in local development.

This alignment is expected to foster higher adoption rates among the mass market and build deep-rooted brand loyalty. Furthermore, the proposed local partnerships serve as a critical buffer against political instability, while the emphasis on service-based value creation builds a competitive moat that makes counterfeit alternatives less attractive to the end-user. Ultimately, success in this emerging market requires an evolution from an exporter to a local stakeholder, turning the initial challenges of tradition and infrastructure into long-term competitive advantages.

Required:

- a) Analyze four environmental factors the firm must consider before entering this market.

(8 Marks)

- b) Discuss the suitability of using the "Straight Extension" strategy versus the "Adaptation" strategy in this context.

(9 Marks)

- c) Propose two corporate strategies GlobalTech can use to mitigate the threat of brand piracy in this market.

(8 Marks)

QUESTION TWO

- a) Distinguish clearly between International Trade and International Marketing.

**(7
marks)**

- b) Discuss the four major stages of corporate development of a Multinational Corporation (MNC).

(8 marks)

QUESTION THREE

- a) Culture is a strong determinant of consumer behavior. Examine how any four elements of culture impact international marketing decisions. **(8 marks)**

- b) Discuss the role of the International Monetary Fund (IMF) in facilitating international marketing today.

(7 marks)

QUESTION FOUR

- a) Political vulnerability" refers to how much a firm attracts political attention abroad. Identify and explain four factors that increase a firm's political vulnerability.

(8 marks)

- b) Explain the difference between "pull" and "push" strategies in international advertising.

(7 marks)

QUESTION FIVE

- a) Discuss the barriers to standardized international marketing. **(8 marks)**

- b) The Boston Consulting Group (BCG) Matrix is a key control system." Explain how a company can use this matrix to manage its

international product portfolio.

(7 marks)

QUESTION SIX

a) Pricing in international markets is highly complex. Explain four factors that make international price standardization difficult.

(8 marks)

b) Explain the concept of "Parallel Exporting" and discuss two strategies a firm can use to confront this issue.

(7 marks)