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: 30TH 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 **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:

KENAFRESH EXPORTERS LTD

Kenafresh Exporters Ltd is a small Kenyan company that processes and exports fresh fruits and vegetables to neighboring countries and the Middle East. Due to increasing demand, the company plans to expand its operations to Uganda, Tanzania, and Rwanda. The management has realized that operating in international markets comes with several challenges such as currency fluctuations, different customer preferences, transport costs, and competition from multinational companies. The company is also struggling to determine the best method of entering foreign markets.

Recently, customer complaints have increased because products sometimes arrive late and damaged. Management believes that improving international marketing and distribution strategies will help the company compete effectively.

The company has hired you as a business consultant to advise on international business operations and marketing strategies.

Required:

a) Explain FOUR factors that Kenafresh should consider before entering foreign markets. **(8 Marks)**

b) Describe THREE methods Kenafresh can use to enter international markets. **(6 Marks)**

c) Explain THREE challenges multinational enterprises face in international business. **(6 Marks)**

d) State and explain TWO ways the company can improve its international distribution and logistics system. **(5 Marks)**

e) A local Kenyan company plans to expand its business operations to neighboring East African countries. Identify and explain TWO benefits the company may gain from engaging in international business. **(5 Marks)**

QUESTION TWO

a) Explain THREE roles played by multinational enterprises (MNEs) in globalization. **(6 Marks)**

b) Analyse TWO criticisms commonly directed towards multinational enterprises. **(4 Marks)**

QUESTION THREE

a) A Kenyan company wants to introduce its products in South Sudan. Explain THREE factors that may influence pricing decisions in international markets. **(6 Marks)**

b) Describe FOUR environmental factors that affect international marketing activities. **(4 Marks)**

QUESTION FOUR

a) Explain THREE importance of international promotion in global markets. **(6 Marks)**

b) Describe two contemporary issues affecting international business today. **(4 Marks)**

QUESTION SIX

Mara Stores Ltd is a Kenyan retail company that imports electronic products from China and sells them locally through physical shops and online platforms. Recently, the company has experienced delays in receiving goods, increased shipping costs, and changing customer demands.

Management intends to expand its operations into Uganda and Tanzania but is concerned about international competition, logistics challenges, and customer satisfaction. As an international business consultant, advise the company on how it can improve its international business operations.

Required:

a) Explain THREE factors that may affect Mara Stores Ltd when expanding into international markets**.** **(6 Marks)**

b) Describe four strategies the company can use to improve customer satisfaction in international markets. **(4 Marks)**