

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: 31ST MARCH 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 carefully and answer the questions that follow:

To most people who own a microwave, the name Sony is very common and like Sony which initially was known for its clock radios and small black and white television sets and a secondary player relative to Motorola, Philips and Zenith, Samsung has been known in the USA for low-end products, such as VCRs, TVs and microwave ovens. The company now wants to be like Sony in another way – by becoming a well – known market-leading electronic brand. In fact, Korea based Samsung has Sony in its crosshairs – its goal is to be a stronger brand name than Sony by the coming years.

Not likely, you say? Well, don't tell that to Samsung, consider this: While the Japanese companies Fujitsu, Hitachi, Matsushita and Toshiba have all been losing money and Sony has been struggling, Samsung has been on a roll, turning a \$ 2.9 billion profit on sales of \$ 25.4 billion in 2002. Not only that, but Samsung now manufactures laptops, DVDs, cell phones and flat-screen TVs and is ranked 5th in the world in patents, behind IBM, NEC, Canon and Micron Technology.

The organization's growth has caught the attention of the competitors and they now doubt that Samsung can do it. Samsung's strategy is to reposition its current brands upward. The company's most well-known brand Sanyo, produced copycat products – cheaper versions of Sony or Mitsubishi products. But then since 1997, the company has changed its image by producing more upscale, top-of-the line offerings. It is pulling out of big discount chains like Kmart and Wal-Mart, which focus on price over quality, and moving in to Best Buy, Circuit City and other specialty stores. And while its brands are still slightly lower priced than the very top names, the Samsung label is right there with them in quality. The change in image has been supported by changes in advertising and promotion. A new campaign, "DigitALL: Everyone's invited," attempts to position Samsung products as exciting edge and reasonably priced.

Required:

- a) Critique at least FIVE factors that have contributed to the rise of Samsung as a market leader in the industry. **(10 Marks)**

- b) Discuss strategies in which Samsung can use Integrated Marketing Communication (IMC) to reposition itself. **(10 Marks)**
- c) Positioning strategies are some of the ways in which Samsung can adopt while venturing into the market. Assess TWO positioning strategies that Samsung can adopt. **(5 Marks)**

QUESTION TWO

- a) Marketing services usually pose challenges to marketers in the global arena due to its nature. Advance an argument on at least FIVE ways in which marketing of services pose challenges to the marketers and discuss the strategies in dealing with such challenges by the marketers. **(10 Marks)**
- d) In the contemporary society, there are numerous challenges that marketing manager's face. Describe any FIVE challenges faced by the marketing managers in the current dynamic society. **(5 Marks)**

QUESTION THREE

- a) Rukiya Mohamed recently opened a saloon business in Mombasa. The marketing manager is in the process of developing a communication strategy with the focus of capturing a larger market share. Provide an advice to the marketing on the decisions to make. **(10 Marks)**
- b) Marketing planning is a yearly process undertaken with the goal of guiding the marketing activities of a firm. Using an organization you are familiar with, highlight two marketing objectives. **(5 Marks)**

QUESTION FOUR

- a) Using clear examples examine four importance of scanning the marketing environment and discuss one macro environmental factors that a marketing manager should analyze before new market entry. **(10 Marks)**
- b) The International Marketing lecturer in his lecture lesson has asked the students to be in group of five and conduct a marketing research for an organization of your choice. Describe the marketing research process that will guide the group. **(5 Marks)**

QUESTION FIVE

- a) A complete marketing cycle involves the use of intermediaries for its successful marketing activities. Explain FIVE factors to consider when selecting an intermediary in a distribution system of a firm. **(10 Marks)**
- b) The perception of many when it comes to marketing is the exploitation of customers and marketing of deceit. Analyze the action taken to streamline and regulate the marketing activities. **(5 Marks)**

QUESTION SIX

- a) Pricing is tool that organization use in generating revenue and profits to still continue in business in this ever changing world. Examine FIVE pricing strategies that organization may use from time to time to enhance such chances of generating more revenue and profits for the business stakeholders. **(10 Marks)**
- b) In organization, dealing with both service and product industry, have a marketing planning as an important tool in their dealings. Explain marketing planning and its value to the organization. **(5 Marks)**