



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**SCHOOL OF BUSINESS**  
**DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE**  
**STRATEGY**  
**BACHELOR OF BUSINESS ADMINISTRATION MARKETING**  
**SUPPLEMENTARY EXAMINATION 2019**

**INTERNATIONAL MARKETING**

Duration: 2hrs: 30mins

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**INSTRUCTIONS:**

- Answer five (5) questions in section A and any two (2) questions from section B.
- *Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in the order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.*
- *Please take time to read the questions carefully as some questions may demand practical examples diagrams etc.*
- *Please also note that clarity of expression and handwriting will be rewarded.*

*Lecturer: Nana Danso Borafo*

## Section A

*Answer five questions in all.*

**All questions carry equal marks (4marks).**

Q1. a. Define International Marketing?

b. The key difference between domestic marketing and international marketing are?

Q2. Explain any two international marketing environmental forces.

Q3. Discuss two criteria used in selecting an entry method/mode to the international market

Q4. Explain any two (2) reasons why a firm might enter into international marketing.

Q5. Explain these approaches to international marketing (Polycentrism and Ethnocentrism)

Q6. Explain these terms in international marketing

a. Global company.

b. Globalization of markets.

Q7. Explain the difference between Multinational Company and Conglomerate.

Q8. Discuss two (2) changes that have happened in the world market place creating opportunities for international business.

Q9. Provide a short explanation to these factors of the investigation stage of an international marketing research process.

1. Existing demand
2. Latent demand

***Marks each (Total 20)***

## Section B

Answer any two questions from this section

### Case Study

#### Ben AL International Marketing Planning Decisions

Ben AL is a mobile phone manufacturer in Ghana. The company has been in business since 2016 but is growing at a fast pace in the Ghana market. Ben AL growth currently does not satisfy the owner who has big ambition of capturing the Africa market with the stylish and well-designed mobile phones. Mr. Benjamin Alfred lino is the entrepreneur behind the mobile phone manufacturing company. He is an academic and understands business from a marketing oriented perspective. For him success of a business is based on the business ability to always research and produce what customer want. Benjamin thinks that the current mobile phones marketed in Africa and in Ghana to be specific does not took Africa situation into consideration and as such companies like Samsung, Apple, HTC, Infinix and the rest are developing phones that doesn't have Africa in mind. **Ben AL** mobile phones are positioned as true African.

Ben AL recently engaged a business consultancy firm *Lead Managers Consulting Group* to embark on an international marketing research in 10 other African countries to identify

1. The market to enter
2. The product to produce
3. The pricing strategy to adopt
4. The mode of entry to use

You have recently been recruited by Ben AL to help manage their international business. In an effort to prepare for the research report from *Lead Managers Consulting Group*, the board have ask you to provide them with a detailed knowledge on how the company will assess the aforementioned decisions.

**Provide answers to the following questions in a memo format to the board of Ben AL.**

Answer any two questions from this section

- **Question 10**

Provide an explanation on the critical elements **Ben AL** should consider when selecting a market (country) to enter. Provide examples (20 marks)

- **Question 11**

- a. Explain the two critical international product dilemma that Ben AL Faces ( 6marks )



- b. Provide an explanation on factors that will encourage Ben AL decision to either standardize or adapt their products in the international market. 3 point each.( 12 marks)

- **Question 12**

- a. Discuss 2 common mistakes in pricing products at the international level (4marks)
- b. Draw the price quality diagram and explain the marketing implications for Ben AL if they adopt,
  - i. Super bargain pricing strategy (4marks).
  - ii. Cheap goods pricing strategy (4marks).
  - iii. Over pricing strategy (4marks).

- **Question 13**

- a. Discuss the 3 entry mode/ method available to Ben AL (6marks)
- b. Which entry mode/ method should Ben AL consider and why? (3marks)
- c. Evaluate any 3 methods of the selected entry method/mode in question (13B) you think Ben AL should consider (9marks).

Good luck