

**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA****BACHELOR OF SCIENCE EXAMINATION****SEMESTER II – 2019 MAY**

PROGRAMME: BUSINESS ADMINISTRATION
COURSE NAME: INTERNATIONAL MARKETING
CODE: MRKT3401
YEAR GROUP: THREE
DATE: MONDAY, 2019 MAY 13
TIME: 3:00 P.M. – 5:00 P.M.
DURATION: 2 HOURS
EXAMINATION TYPE: FINAL

This Examination Paper has 4 Pages

INSTRUCTIONS:

1. ANSWER ALL QUESTIONS FROM SECTION A
2. SECTION B CONSISTS OF FOUR (4) QUESTIONS. ANSWER ANY TWO (2)

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

SECTION A

Instruction: In the booklet provided, answer ALL questions in this section.

Ebanks Company Ltd

Ebanks Company Ltd has been in operation for ten years and has developed a reputation for producing authentic Jamaican products. Its sauces which include Mango, Tamarind, Lemon, Jackfruit and Cashews has been quite successful on the market. Mr. Andre Banton the CEO of Ebanks Company Ltd in reviewing the company's performance for the last three years has observed that sales from the sauces has been only marginally increasing. Despite a high degree of competition, the company has been able to maintain a reasonable share of the Jamaican market and he believes the company should be proactive and find a way to boost its sales before it starts declining.

Mr. Banton has decided that in order to increase sales the best option is to enter the international market. He has not decided on the entry strategy he should use to enter the international market or the country or countries the company should do business in. He has called a meeting with his senior managers to discuss these factors along with the product marketing options, pricing, promotion and distribution strategies the company should employ on the international market.

There are conflicting opinions among managers. Some of the managers believe that there are too many challenges involved in trading on the international market. The international marketing environment and international trade system would also have to be properly assessed. The marketing manager Ms. Newby who has recently joined the staff and has experience in international marketing is quite enthused about selling the sauces on the international market.

Mr. Banton is convinced that the decision to become an international marketer is the right choice and with Ms. Newby's support he is determined to make it happen.

Masie Atkinson (2019)

- A. Identify **THREE (3)** factors to be considered when setting international prices. *(3 marks)*
 - B. Distinguish between the terms 'standardization' and 'adaptation'. *(4 marks)*
 - C. List **TWO (2)** advantages and **TWO (2)** disadvantages of standardization of products in the international market. *(4 marks)*
 - D. Recommend a mode of distribution that would be most suitable for Ebanks Company Ltd to use in the International market. Give **TWO (2)** reasons for choosing that mode of distribution. *(5 marks)*
 - E. Explain the concept of 'dumping' and its implications for international marketing. *(4 marks)*
- (Total 20 marks)**

END OF SECTION A

SECTION B

Instruction: In the booklet provided, answer any TWO (2) questions from this section.

Question 1

“Once a company decides to target a particular country, it must determine the best mode of entry.”

- A. Discuss the THREE (3) modes of entry into foreign markets. (15 marks)
- B. Explain TWO (2) advantages of standardization and TWO (2) disadvantages of standardization. (8 marks)
- C. Explain how McDonald’s has used standardisation as an effective global marketing strategy. (7 marks)

(Total 30 marks)

Question 2

Artificial Intelligence (AI) is the leading telecommunications and entertainment providers in the Caribbean and Latin America. AI is always at the forefront of innovating infrastructure and services, they offer modern day superfast broadband, mobile, landline, international calls and video services.

- A. Discuss TWO (2) reasons why intellectual property would be critical for a telecommunications company such as AI when marketing their goods and services abroad. (10 marks)
- B. Apply the FOUR (4) characteristics of service that may affect AI’s marketing of services in the Caribbean and Latin American countries. (20 marks)

(Total 30 marks)

Question 3

Samsung has just released a new smart appliance that boasts several features which no other Company carries. The company is contemplating how to set its price for the international markets.

- A. Describe fully **TWO (2)** product decisions that Samsung will have to make when deciding to go international with its new smart appliance. **(5 marks)**
- B. Explain **THREE (3)** factors that Samsung will now have to consider when setting its price for Jamaica as an international market. **(15 marks)**
- C. Assess **TWO (2)** strategies that Samsung could use in the distribution of its product in the international market. **(10 marks)**

(Total 30 marks)

Question 4

The informal economies of many poor countries are highly exploitative. A global company seemingly offering basic goods and services which improve a country's standard of living can extract a reasonable return in the process.

In 2011, Myanmar, formerly known as Burma, transitioned from dictatorship toward economic openness/democracy. Many Western governments subsequently lifted sanctions, such as bans on the country's imports.

- A. Describe the importance of international trade alliances and economic cooperation agreements. In your view, are these beneficial to the global marketer? Explain why/why not? **(15 marks)**
- B. Discuss any **THREE (3)** of the following and give **TWO (2)** examples of its members: NAFTA, AFTA, CARICOM, MERCOSUR and EU. **(15 marks)**

(Total 30 marks)

END OF EXAMINATION