



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY –APRIL 2025 SEMESTER

CERTIFICATE OF BUSINESS

COURSE CODE: CIMK 001

COURSE TITLE: ESSENTIALS OF MARKETING

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) Companies with a global influence in the market seek to develop specific strengths which make them unique known as leverage. Explain the swot analysis for any business
[6 marks]
- b) A firm which is engaged in global marketing understands that Strategic alliances are an important part of international marketing. Discuss the reasons for forming strategic alliances
[8 marks]
- c) Multinational corporations who want to expand their global operations use joint ventures as an avenue to enter foreign markets. Explain the factors that affect the Macro environment affecting the company
[8 marks]
- d) Discuss the steps involved in the B2B process
[8 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) International engagements usually have their own unique challenges. Briefly discuss at least five restraining forces to global marketing
[10 marks]
- b) Market segments in global marketing are important. What are the five forces identified by Michael Porter that determine segment structural attractiveness
[10 marks]

Question three

- a) There are several forces that contribute to the growth of international business and makes a business be sustainable in the international market. Discuss these forces
[10 marks]
- b) Culture informs peoples values, attitudes, perceptions and patterns of behavior. Explain at least five cultural elements and how they affect international markets
[10 Marks]

Question Four

- a) Discuss how international segmentation of marketing can be done **[12 Marks]**
- b) Describe four ways how Imani international school will use the five dimensions of service quality to deliver high quality services in Kenya
[8 marks]

Question Five

a) As a marketing consultant of ABC Limited, Multinational company from Japan. You have been tasked to prepare a marketing plan for a start-up company location in Kenya. Before the actual preparation, you are involved in a discussion on how to incorporate the marketing mix decision in the plan. Discuss in detail some of the factors that a detailed marketing mix plans might consider **[12 marks]**

b) Explain the objectives of pricing of franchised business in international marketing **[8 marks]**