



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY – APRIL 2025 SEMESTER**

### **DIPLOMA IN BUSINESS**

**COURSE CODE: DBMK 020**

**COURSE TITLE: INTRODUCTION TO MARKETING**

**DATE:**

**TIME:**

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#### **INSTRUCTIONS TO CANDIDATES**

- a) SECTION A IS **COMPULSORY**.
- b) SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
- c) **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
- d) 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. Discuss types of leverage that a firm with a global presence is able to develop **[10 marks]**
- b) A firm which is engaged in global marketing understands that Strategic alliances are an important part of international marketing. Explain the reasons for forming strategic alliances **[10 marks]**
- c) Multinational corporations who want to expand their global operations use joint ventures as an avenue to enter foreign markets. Describe the key drivers behind successful international joint ventures **[10 marks]**

## **SECTION B: ANSWER ANY THREE 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]**
- d)

### **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]**