



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: MKT825

COURSE TITLE: INTERNATIONAL MARKETING

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½Hours

1. Concisely explain the concepts below:
(a) Domestic market extension concept.
(b) Multi-domestic concept.
(c) Global market concept. (25MARKS)

2. Discuss the most profound changes at the global market level. (15MARKS)

3. Briefly explain the importance of Demographic Environment to an International Marketer. (15MARKS)

4. Explain the term: Principles of Absolute Advantages. (15MARKS)

5. Discuss the purpose of branding in an organization. (15MARKS)