



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

COURSE CODE: MKT 825

COURSE TITLE: INTERNATIONAL MARKETING

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt Question 1 and any other 3 questions; 4 questions in all

3. Question 1 carries 25 marks, while the other questions carry 15 marks each.

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

TIME ALLOWED: 2½ Hours

1. (a) Briefly discuss the various research technique in a research.

10 Marks

(b) Explain any five (5) major factors to be considered when to standardize or differentiate.

10 Marks

(c) Explain any two (2) primary methods used for the transfer of funds across tax Jurisdictions.

5 Marks

2. (a) Discuss the several reasons given by Kotler (1997) that might draw a company into international marketing.

10 Marks

(b) Explain any two (2) factors you need to consider when introducing a product into International Market.

5 Marks

3. (a) Explain the various stages of International Marketing involvement.

10 Marks

(b) What is theory of International Product Life Cycle?

5 Marks

4. (a) Discuss the four (4) Joint Venture options formed by Procter and Gamble.

10 Marks

(b) Explain any two (2) characteristics of a brand.

5 Marks

5. (a) Explain any five (5) factors of product adoptions in entering International Market.

10 Marks

5. (b) Briefly differentiates between Service and Goods.

5 Marks