



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION

2024 1 EXAMINATION

~~2023 - 2 EXAMINATIONS SETS~~

Course Code: MKT825

Course Title: International Marketing

Semester: First Semester

Time Allowed: 2 ½ hours

Credit Unit: 3

Instruction: Attempt question ONE **25marks** and any three questions **15marks** of your choice

QUESTION ONE

- a. Discuss exhaustively, the principles of absolute advantage with reasonable example **10 marks**
- b. Critically examine the political/legal environment and explain the laws that an international business must comply with. **15 marks**

QUESTION TWO

- a. State five (5) reasons for using local branding **5 marks**
- b. Critically analyze how "Direct Export" can serve as a means of entry to the international market. **10 marks**

QUESTION THREE

- a. Elucidate the importance of pricing to the economy and the firm **5 marks**
- b. Succinctly discuss five considerations that can make you a better international service provider **10 marks**

QUESTION FOUR

- a. Outline five (5) functions of NIPC **5 marks**
- b. Write a lucid note on:
 - i. Balance of payment
 - ii. Tariff and Duties **10 marks**

QUESTION FIVE

- a. Highlight five (5) types of accounting differences across countries **5 marks**
- b. Explain the term "secondary data", and the process of conducting secondary research **10 marks**