



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_1 EXAMINATION

COURSE CODE: MKT825

COURSE TITLE: International Marketing

CREDIT UNIT: 3 Unit

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: 2½ Hours

Question: 1

Critically analyze the importance of global branding strategies and the decision-making process behind choosing between global and local branding. (25 Marks)

Question: 2

Discuss the challenges faced by companies in international marketing and suggest strategies to overcome these challenges. (15 Marks)

Question: 3

Explain the different modes of entry into international markets and the factors that influence a company's choice of entry mode. (15 Marks)

Question: 4

Critically evaluate the impact of cultural and socio-economic environments on international marketing strategies. (15 Marks)

Question: 5

Define international marketing and explain why companies engage in international marketing. (15 Marks)