

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

NOV 2023

PROGRAMME: MASTER'S OF SCIENCE MARKETING

GLOBAL MARKETING MMkt 502

TIME : 3 HOURS

EXAMINATIONS

INSTRUCTIONS TO CANDIDATES:

1. Answer **Question One (Compulsory)** and **Any Three Other** Questions.
 2. Start answering each main question on a fresh page.
 3. Credit will be given for appropriate use of illustrative examples.
 4. No cell phones and programmable calculators are allowed in the Examination Room.
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QUESTION ONE (COMPULSORY)

Students receive 16 page Case-study 7 days before the exam. Case study does not include exam questions. Fresh cases will be provided in the exam room on the day of the exam.

Required:

1. Write short notes on the following pan Africanist initiatives:
 - a. Arab Maghreb Union (5)
 - b. Economic Community of Central African States (5)
 - c. Common Market for East and Southern African States (COMESA) (5)
2. Despite the strong presence of initiatives such as African Common Market, African Union, East Africa Community Southern African Development Community (SADC) African multinational companies (products) have a weaker presence globally. Give **five** reasons why this is so.

(25)

[40
MARKS]

QUESTION TWO

Discuss the significance of Hofstede's (1980) **five** dimensions of national culture on international marketing companies.

[20

MARKS]

QUESTION THREE

Compare and contrast exporting selling and export marketing.

[20

MARKS]

QUESTION FOUR

World Economic Trends and unprecedented changes such as the Covid-19 pandemic have significantly impacted global integration and global marketing. Using **five** examples illustrate how businesses have been duly affected.

[20

MARKS]

QUESTION FIVE

Illustrate the significance of the following four market expansion strategies open to multinational companies.

- a) Strategy 1, Country & Market Concentration (5)
- b) Strategy 2, Country Concentration & Market Diversification (5)
- c) Strategy 3, Country Diversification & Market Concentration (5)
- d) Strategy 4, Country and Market Diversification (5)

[20

MARKS]

QUESTION SIX

- a) Explain the attributes that distinguish a true global strategic partnership (GSPs). (8)
- b) Describe the **six** basic factors deemed to have significant impact on the success of GSPs.

(12

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