



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS  
MANAGEMENT**

**INTERNATIONAL MARKETING**

**HBUM 236**

**PART 2 SEMESTER 1**

**Total Marks [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Examine the three entry strategies into a foreign market available to an exporter. (25)
2. Examine any 5 incoterms of delivery and their implication in international marketing. (25)
3. Explain any 4 stages of international marketing involvement. (25)
4. Discuss any 5 reasons why an importer may refuse to make a payment on delivered goods and the three legal recourses available to the exporter. (25)
5. Explain the following terms as used in international marketing:
  - a) Letter of Credit (5)
  - b) International product (5)
  - c) Franchising (5)
  - d) Balance of Payments (5)
  - e) Dumping (5)
6. Discuss the challenges that are encountered by an exporter when advertising in a foreign country. (25)

**END OF PAPER**