



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

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

INTERNATIONAL MARKETING

HBUM 236

PART 2 SEMESTER 1

Total Marks [100]

DATE: APRIL 2024

Time: 3 Hours

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) 'Going abroad has become a fashion to many companies that have remained viable with the dwindling Zimbabwean markets'. Validate this assertion (25)
- 2) Using practical examples, explain any 5 marketing principles that guide international operations. (25)
- 3) Citing relevant examples, explain any 5 challenges that are faced by an international marketer whenever they go international and suggest how these challenges may be overcome. (25)
- 4) 'There are glaring differences and similarities in both Domestic and international marketing'. Discuss this claim. (25)
- 5) Citing relevant examples, discuss any 5 reasons for internationalization.(25)
- 6) With the aid of examples, examine any 5 documents that are used in International trade and show their importance. (25)

END OF PAPER