



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1EXAMINATION

COURSE CODE: MKT825

COURSE TITLE: International Marketing

CREDIT UNIT: 3

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: 2½Hours

- 1) Discuss the importance of Random distribution of Natural Resources **25marks**

- 2) Since no country is dependent on its own, briefly explain the reason for the existence of International Marketing **15marks**

- 3) Briefly explain the following terminologies **15marks**
 - a) Domestic Market Extension Concept
 - b) Global Marketing Concept. and
 - c) Multi-Domestic Market Concept

- 4) What is Brand? Succinctly differentiate between private brand and manufactures brands **15marks**

- 5) In new product development, there are distinct stages to follow in completing this process. Enumerate these steps. **15marks**

- 6) What factors influence the adoption of product when entering an International Market **15marks**