



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

BBA 846: GLOBAL MARKETING

DATE: 18/8/2021

TIME: 9.00-12.00 PM

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## INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

### QUESTION ONE: CASE STUDY (30 MARKS)

#### McDonald's in France

McDonald's built its first restaurant in the country in 1979 in Strasbourg. Since then, it has been expanding steadily in France by providing outstanding quality, service, and value to its customers. For McDonald's other than its home market, the US, France was the largest growth market with 1,161 restaurants as of 2009. This was despite there being various cultural differences between the company's home market and France, and its entry into the French market being initially viewed as an invasion of American culture in a country known for its rich heritage of cuisine.

The company's strategy in France was to focus on local menu options, convenience, and value. The case details various aspects of the operational strategies of McDonald's in France and the different localization strategies adopted by the company. It also lists the various challenges faced by McDonald's in France.

**Disclaimer:** - This case study was compiled from published sources, and is intended to be used to answer questions below. It is not intended to illustrate either effective or ineffective handling of a management situation.

**Required:**

- a) Use **four** key points to examine and analyse the entry and expansion strategies of McDonald's in France. (8 marks)
- b) In **five** points, discuss how McDonald's overcame various challenges including cultural ones and conquered the market in France. (10 marks)
- c) Discuss any **five** challenges faced by McDonald's in marketing her services to French people. (10 marks)
- d) Explore **two** future strategies that McDonald's can adopt in France. (2 marks)

**QUESTION TWO (20 MARKS)**

- a) Managers for multinational enterprises invest significant resources to get information on the operational environment of countries of interest. Use any **five** major points to discuss how environmental management policies/regulations of various countries influence global market entries of multinational companies (10 marks)
- b) To launch and market a new product in a foreign market can be very expensive and challenging for any marketing firm. Based on your knowledge on matters global marketing, propose and discuss **five** practical generic strategies for launching and marketing a new product in a foreign market to act a reference points for firms. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) The Kenya government through the Ministry of Trade and Industry regulates imports of certain products through quota and tariffs. Use **five** key points to discuss the impacts of such regulations to the economy of the country. (10 marks)
- b) Kenya is a pillar member of East Africa Community, a regional body headquartered in Arusha, Tanzania. In your opinion as a student of global marketing, why would the government continue to invest so much resources in such a body? Use **five** key points to discuss your answer. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Marketing Mix is a common and an effective marketing strategy which was developed by E. Jerome McCarthy. Use **five** key points to discuss its application in global marketing. (10 marks)
- b) In the recent past, there has been significant increase in the use of targeted marketing approach by firms in all sectors of the economy around the globe. Discuss **five** advantages of targeted marketing to a firm whose products are competing in foreign markets. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives. Given the marketing concept, discuss any **five evils** of marketing to a global society. (10 marks)
- b) Discuss **five** importance of marketing research to a firm marketing her products globally. (10 marks)