

## College of Industrial Management Department of Management & Marketing

## First Semester 2007-2008 (071) MKT420-02: International Marketing

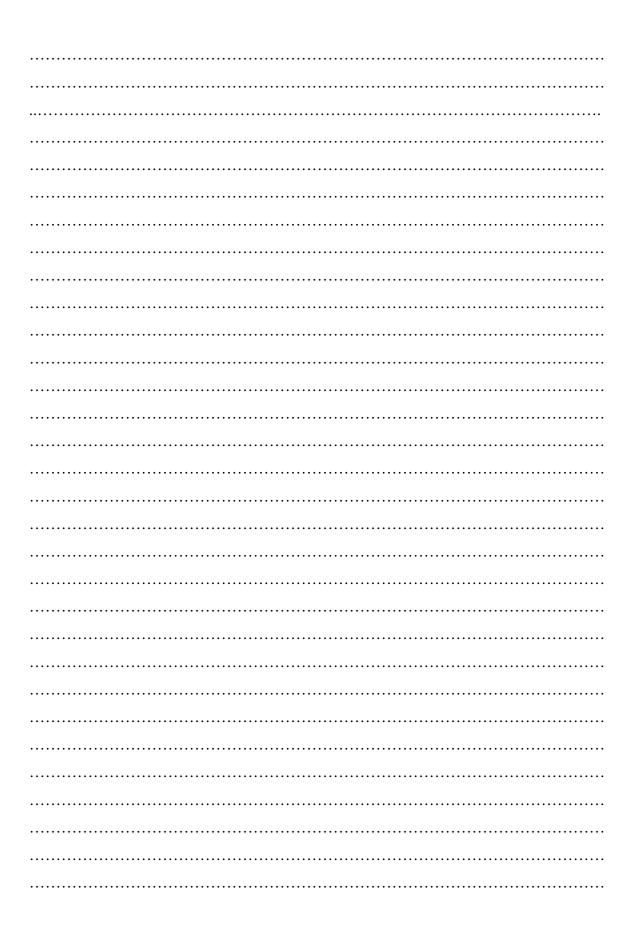


Final Examination – January, 2008 Time Allowed: 2 Hours

| Student's ID No |  |   |
|-----------------|--|---|
|                 |  | 1. Discuss any four retail marketing expansion strategies that can be used by a global retail chain with the intention to enter the Saudi market. What factors can influence the choice of any of these strategies? |
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| 2. What are some of the challenges facing Saudi Arabia in its attempt to take full advantage of the bourgeoning global e-commerce market? Discuss some of the solutions to these challenges. |
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