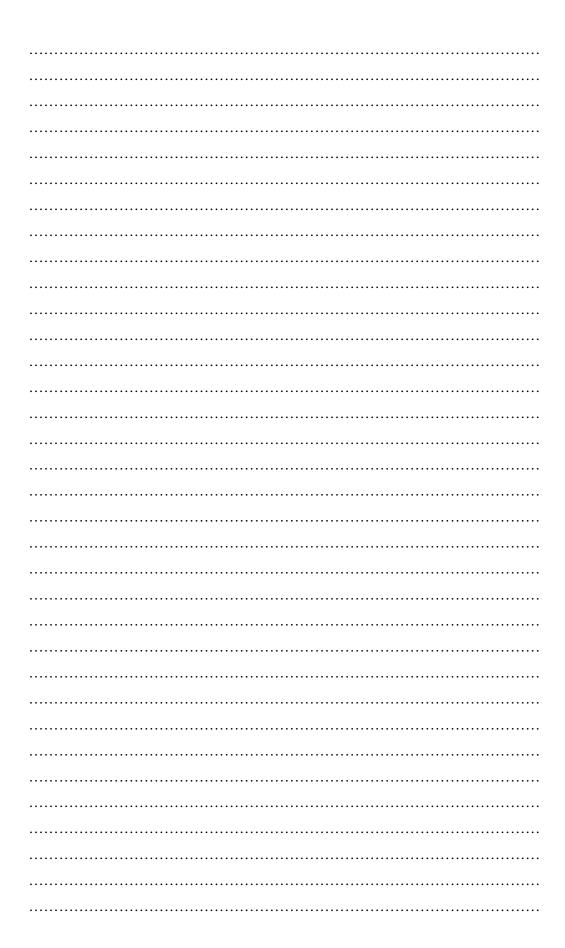
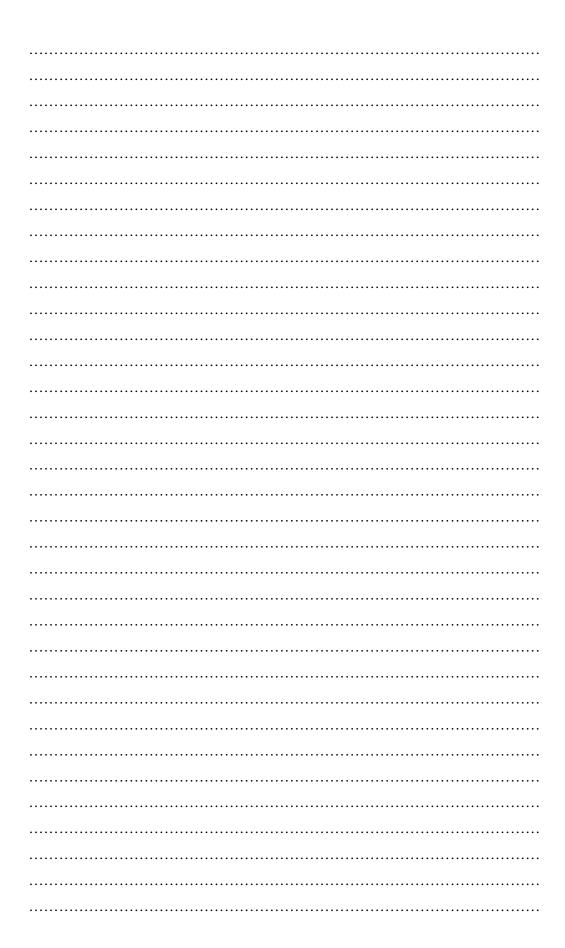
KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS

College of Industrial Management Department of Management & Marketing

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

Major Examination 2	Time Allowed: 90 Minutes
Student's Name:	
ID No	
asked to attempt the first question as compu	consists of three essay questions. Students are ulsory and select one question out of questions wen for critical expression of personal views, gical presentation of relevant material.
a. Attempt this Compulsory Question	
graduate, you have been called upon to c	ious parts of the world. As newly employed to a presentation to your fellow colleagues. In al scanning modes (surveillance and search)





Choose one out of the two following questions and answer

- 2. Define and differentiate among the following the following target market strategy options:
- a. Standardized global marketing
- b. Concentrated global marketing
- c. Differentiated global marketing

Illustrate each strategy with examples from global companies operating in Saudi Arabia.

3. Sourcing decision is one of the most complex and important decisions faced by a

global company. What factors should the management of a Saudi company consider when making sourcing decisions? Selected Essay Question Number

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