



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, 25th AUGUST 2000. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note : Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)

1. The fine performance of Irish firms in international markets is, at least in part, the result of the assistance provided to Irish firms by organisations such as Enterprise Ireland, An Bord Bia and the Irish commercial banks.
Answer any **two** of the following three questions:
 - (a) What are the main services provided to Irish exporting firms by Enterprise Ireland in its various offices throughout Ireland?
 - (b) How does An Bord Bia contribute to the performance of firms in the Irish food sector?
 - (c) What are the main services provided to Irish exporting firms by the Irish commercial banks?
2. It has been said that the developing economies of Eastern Europe represent both threat and promise to Western European businesses. Comment on this statement from the perspective of a major Irish processor of branded dairy food products.
3. Describe the key factors to consider when recruiting an overseas agent or distributor.

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4. Describe the macro-environmental factors which need to be taken into consideration when drawing up an international marketing plan.
5. “There are a number of factors that will influence the decision regarding the mix of promotional activities and which will guide the selection of promotional activities to use and in which combinations”. *International Marketing and Export Management, Albaum, Strandskov and Duerr*, Elaborate.
6. “There are three basic functions which all sales personnel operating in foreign markets must perform.” *International Marketing and Export Management, Albaum, Strandskov and Duerr*, List and discuss these functions.
7. Write brief notes (approximately 120 words on each topic) to illustrate the meaning of any **three** of the following international marketing terms:
 - (i) Culturegram
 - (ii) Mittelstand
 - (iii) The phazing continuity matrix
 - (iv) Change agents
 - (v) Advising bank
 - (vi) Consular invoice
 - (vii) Risk assessment
 - (viii) Free trade area
8. While exporting is one of the quickest and easiest ways of entering foreign markets, it is not always the most appropriate entry strategy. Suggest the circumstances in which exporting might not be the most appropriate entry strategy.