



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, 5th MAY 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. Effective management of the promotions effort is vital to the success of Irish exporting and international marketing firms.
Answer any **two** of the following three questions:
 - (a) What might be done by the Irish firm taking part in one of the many major European trade fairs or exhibitions to ensure a successful outcome to its participation?
 - (b) What media mix would you suggest a small Irish manufacturing firm would use in order to promote its products in European markets? Briefly give the reasons for your recommendations.
 - (c) List (i) the personal characteristics and (ii) the business/technical skills required of the effective Irish Sales Representative operating in the diverse markets of the High Performing Asian Economies (HPAEs).
2. Discuss the advantages and disadvantages of the various entry strategies available to the small Irish manufacturing firm wishing to enter overseas markets for the first time with limited resources.

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3. “The use of countertrade techniques as a means of financing exports is increasing in both the industrialised and developing countries of the world.” *International Marketing and Export Management, Albaum, Strandskov and Duerr.*
Describe and discuss **three** countertrade techniques.
4. Under what headings is an international marketing plan drawn up? What are the factors to be taken into account by the marketers of Irish textile products when drawing up an international marketing plan?
5. Write brief notes (approximately 120 words on each topic) to illustrate the meaning of any **three** of the following international marketing terms:
 - (i) Self reference criterion (SRC)
 - (ii) Proforma invoice
 - (iii) Broker
 - (iv) JETRO
 - (v) Sogo shosha
 - (vi) List of Values (LOV)
 - (vii) Centres of excellence
 - (viii) Del credere agent
6. Firms naturally tend to emphasise the importance of external environmental factors as they internationalise. This can mean that critical internal environmental factors receive less than adequate attention. What are these critical internal environmental factors and how do they affect the international marketing effort?
7. Describe how a letter of credit operates.
8. “A number of so called indicators (that is variables) are relevant for evaluating the export potential of foreign markets”. *International Marketing and Export Management, Albaum, Strandskov and Duerr.* What are these indicators and what are the difficulties in using them?