



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, AUGUST 24, 2001. 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 and international examples of marketing practice)

1. Dunnes Stores has been one of the most successful retailing concepts in the history of Ireland. (Answer **two**).
 - (i) What conditions would encourage Dunnes Stores to export their winning formula overseas?
 - (ii) What particular difficulties would Dunnes Stores encounter should they decide to enter the mainland Chinese market?
 - (iii) How do you think Wal-Mart would go about setting up in Ireland and what do you think Dunnes Stores strategic response should be?
2. *“In the export business generally, it is difficult to enforce performance of a contract.”* (Albaum, Strandkov, Duerr)
Discuss.
3. In what ways is overseas market research likely to differ from market research in the home (Irish) market?
4. Discuss the effects that the introduction of the Euro will have on Irish export marketing.

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5. “Global marketing combines both centrally dictated and locally initiated decisions.”
Discuss.
6. When it comes to advertising, there are different schools of thought regarding the standardisation vs. adaptation issue.
Discuss
7. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 1. ASEAN
 2. Relationship Marketing
 3. Levels of Exporting
 4. TQM
 5. Offsets
 6. Free areas
8. What factors should the international marketer take into account when designing the company WEB site?