



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 11, 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. Bord Failte continues to play a vital role in the promotion of Ireland as a holiday destination. Discuss the role and task of Bord Failte under any **two** of the following headings:
 - (i) The need to re-position Ireland in international tourism markets, given that the traditional image of the country has changed, and that Ireland is now regarded as one of the most successful high technology economies in Europe.
 - (ii) The task of helping the tourism industry in Ireland to deal with the upcoming introduction of the Euro
 - (iii) The role of the Bord in sponsoring market and marketing research for the Irish tourism and hospitality industries.
2. List and discuss the main headings under which a formal Distribution Agreement between an overseas based distributor and an Irish principal would be drawn up.
3. Discuss the application of the BCG portfolio analysis matrix in international marketing.

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4. What options are available to Irish exporters to help them deal with exchange and credit risks?
5. What are the differences between the overseas market entry options available to a small firm and those available to a large company?
6. Suggest what criteria the marketer might use to evaluate overseas advertising media. What are the advantages and disadvantages of each of the criteria you suggest?
7. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 1. Transfer Pricing
 2. Trading Company
 3. Certificate of Origin
 4. Experience Curve Effect
 5. Globalization
 6. Turnkey Operation
8. Describe the uses of (a) Intranets and (b) Extranets in e-Business.