



## Diploma in Marketing - Stage 3

### INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

**FRIDAY, AUGUST 23, 2002. 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. *“Portfolio analysis is an excellent technique to evaluate the degree and nature of a company’s involvement in international markets, where opportunities for improving profitability by reallocating resources and efforts across countries, product lines, and modes of operations can be assessed.”* (Albaum, Strandkov, Duerr)  
Show the BCG matrix and discuss its use.
2. *“The Global Marketing Manager must be an extra competent General Manager and not just an effective International Marketing Manager.”*  
What reasons would you put forward in support of this statement?
3. Discuss the role of relationship marketing in the context of managing overseas distribution networks.
4. Select and discuss the major factors which should be taken into account when establishing and operating an international joint venture.
5. SMEs naturally tend to emphasise the importance of external environmental factors as they internationalize. This can mean that critical internal factors receive less than adequate attention. What are these internal factors and how can they be tackled?

**P.T.O.**

6. *“If the exporting firm does not pay conscious attention to the conditions that lead to price escalation, it may find itself in a situation where it prices itself out of a foreign market.”* (Albaum, Strandskov, Duerr)  
With the aid of an appropriate set of calculations, show how this might happen.
7. List and discuss the steps to be taken when setting up an E-Business WEB site.
8. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
  - (1) Factoring
  - (2) Sight documents
  - (3) Keiretsu
  - (4) Mittelstand companies
  - (5) The phazing continuity mix
  - (6) Globalization drivers