



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 10, 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. *“Sometimes companies will need to rethink strategies and adjust product/market portfolios when changes occur in market segments. Vandermerwe’s strategic framework for marketing decisions provides a useful framework for structuring and directing necessary changes.”*
(Albaum, Strandkov, Duerr).
Show Vandermerwe’s matrix and discuss its use.
2. What factors have put the 1980s concept of the global imperative under considerable pressure in recent years?
3. How might a small Irish manufacturing company go about locating a Sales Agent in a mainland European country and what factors should be taken into account when appointing such an Agent?
4. The International Marketing Manager of a small Irish food processing company which has been doing some sporadic business in Eastern Europe wishes to further develop and expand marketing activities in the region. What internal and external sources of information should she use in order to build up a data bank of information?
5. One of the vital decisions that must be made is whether to go E-Business via an externally hosted site or via a site that is developed and maintained in-house. Discuss.

P.T.O.

6. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 - (1) Pre-emptive pricing
 - (2) Free of particular average
 - (3) Air Waybill
 - (4) Internet merchant accounts
 - (5) Culturegrams
 - (6) Business Environmental Risk Index (BERI)
7. Discuss the role of foreign catalogues in the context of the international marketing of industrial products.
8. List and discuss the factors which should be taken into account when setting transfer prices.