



## Diploma in Marketing - Stage 3

### INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

**FRIDAY, AUGUST 22, 2003. 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. What steps should a company take to promote its own WEB site internationally?
2. Suggest how exporting helps to increase the productivity and efficiency of the individual company.
3. 'The larger the size of the corporation and the more countries it operates in, the greater the difficulties of control for the global marketing manager'. Discuss.
4. Explain why an international marketer might prefer a joint venture to a licensing agreement?
5. Export pricing should be based upon some examination of the elements included in the price quotation. What are these elements and how do they affect the price quoted?
6. Write brief notes (approximately 100 words on each topic) to illustrate the meaning of **three** of the following international marketing terms:
  1. Oligopolistic competition
  2. Consular Invoice
  3. Offsets
  4. Prototype standardization
  5. Voluntary Export Restraints (VERS)
  6. Guanxi

**P.T.O.**

7. With reference to specific countries or regions, explain why certain sales promotions activities might be more successful in some markets rather than in others.
8. What is a bill of lading and why is it such an important document in an export transaction?