



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, AUGUST 20, 2004. 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. The terms *distributor* and *agent* are often used synonymously. This is unfortunate because there are distinct differences in their sales and functions. What are the main differences between *distributor* and *agent*? How do these differences affect the exporter's efforts to build good working relationships ?
2. How can the international marketer ensure that a joint venture/strategic alliance is successful?
3. In international marketing an enterprise must rely for survival and progress on the personal qualities of those who make up its personnel and direct its destinies. Discuss the significance of this statement in the context of the small to medium sized marketing enterprise.
4. What are the main organizational requirements for successful implementation of the global marketing plan?
5. When it is necessary and profitable for an exporter to maintain an inventory in foreign markets, a storage or warehousing facility can be established. What factors lead to the exporter considering the setting up of such a facility, and what alternative approaches are available to establishing and operating such a facility?

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) Centres of excellence
 - (2) Buy back
 - (3) Arbitration clause
 - (4) Culturegram
 - (5) Export barriers
 - (6) Global Account Managers
 - (7) Single/double Byte systems
7. Compare and contrast the alternative methods of countertrade.
8. Describe the differences between the structure and operations of an Intranet in a small organization and its counterpart in a large organization operating internationally.