



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 7, 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. What objectives might the international marketer seek to achieve by adding an e-Business dimension to the organization's operations?
2. In international marketing, advertising is viewed as only one of several components in a broader communication or promotional mix. What are the other components? How does their use in international marketing differ from their use in the domestic market?
3. How can the Global Marketing Executive tackle the problems of motivating the people for whom he is responsible in a widely dispersed multicultural organisation environment?
4. List the factors which make up the political-legal environment. How might the political-legal environment in a less developed economy differ from the environment in a well-developed economy?
5. Management contracts are often seen as a low risk way into a foreign market. Why is this the case and how do management contracts operate?

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) Cluster Similarity
 - (2) WTO
 - (3) Keiretsu
 - (4) The Phasing Continuity Matrix
 - (5) Exporting Combinations
 - (6) Export Credit Insurance
 - (7) Linguistic Relativity/Whorf Hypothesis

7. How might an exporting company add system and structure to the process of developing new products for foreign markets?

8. In ascending order from least secure to most secure, list and explain the various methods of payment available to the exporter.