



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, AUGUST 19, 2005. 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. In what ways does the stage of economic development of an overseas market affect an exporter's marketing mix?
2. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 - (a) Gravity, push and pull policies.
 - (b) TQM
 - (c) Economic integration
 - (d) Psychic, cultural and psychographic distance
 - (e) Market concentration v. market spreading
 - (f) Antidumping
3. How do marketing activities and customer philosophies differ between companies which follow reactive as opposed to proactive market expansion strategies?
4. 'If an exporting firm does not pay continuous attention to the conditions that lead to price escalation, it may find itself in a situation where it prices itself out of the foreign market'. (Albaum, Strandskov & Duerr, p.454) Using a hypothetical cost model, show how the price of an overseas consignment can escalate.

P.T.O.

5. “The internet is used more as a source of information than as a place to buy”. (Business Week).
Discuss.
6. Describe **six** of the documents most commonly required for an export shipment.
7. What advantages might strategic alliances offer small Irish companies seeking to develop overseas markets for I.C.T., bioengineering or medical devices products and services?
8. According to Nielsen, many global marketing failures can be traced to poor marketing planning systems and procedures. Discuss what you believe to be five of the most common planning failures in international marketing management.