



EXAMINER'S REPORT

AUGUST 2005

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

General Comments

The standard of answering was generally good and an overall high pass rate was achieved by students. As usual, there were a lot of answers which failed to address the question asked. The pity of this was that – very often – the answers contained very good material even though it was not relevant to the question and, therefore, could not be awarded any marks. (See Examiner's comment on Question 1 below). Once again, students are urged to read the questions carefully and check their answers for relevance. The essential text was quoted liberally and well by most successful students. The same could not be said of the readings. The readings are distributed to fill gaps in the essential text and should, therefore, be given the necessary attention.

Question 1

There was a low enough pass rate in this question, considering it was not a difficult one to answer. Almost every candidate who answered the question asked achieved at least a pass mark. However, 40% of candidates wrote reams of material about economic development with little or no reference whatever to how the stage of economic development affects the exporter's marketing mix. Most good answers concentrated on the effects of economic development on demand and, to a lesser extent, on the availability of marketing resources necessary to formulate and implement marketing strategy and tactics. Students might like to note that it is the availability of modern marketing resources and, especially, the accessibility of promotions media, that is the major difference between marketing management in the lesser developed economy and the more advanced environment.

Question 2

As usual this question helped a lot of poor papers over the pass line. Students might like to note that 4 or 5 good sentences on each topic will almost certainly guarantee a pass mark in this type of question.

- (a) The answers were interesting in that few candidates tackled the issue of gravity and most related 'push' and 'pull' to promotions rather than distribution. The answer to this part of the question is given in Section 6.5.1 page 260 of the essential text.
- (b) TQM is covered on page 400 of the essential text
- (c) Economic integration is covered in section 3.2 and is illustrated in Table 3.8 page 124 of the essential text.
- (d) Exhibit 4.5, page 167, of the essential text covers these three topics.
- (e) Covered in section 4.3.3, page 175 of the essential text.
- (f) Page 51 of the essential text. It was noticeable that most answers defined dumping and antidumping without mentioning duties, tariffs and quotas as the measures used to counter dumping.

Question 3

The question was very straightforward and almost every candidate who tackled this question achieved at least a pass mark.

Question 4

The concept of price (cost) escalation is a basic one when setting the price for overseas markets or, even, when setting the price for individual consignments. This fact has been signalled in a number of previous Examiner's reports. Surprisingly, therefore, only 10% of candidates tackled this question. All achieved at least a pass mark and some did very well by laying out their own version of the Exhibit 10.3, page 455 of the essential text. Students should note that, almost without fail, there is always at least one question on every examination paper on the topic of pricing and Question 4 is typical of the sort of question which is asked.

Question 5

The quote was taken from an edition of 'Business Week' which is now about three years old. A lot about the Internet has changed since then and e-Business is now an established part of marketing and international marketing. In particular, the Internet is now an established buying channel for both consumer and industrial products. This point is made reasonably well in the Institute's reading on e-Business and most papers mentioned this and achieved at least a pass mark. However, a number of candidates relied on general knowledge and had not read the Reading. This is dangerous as the marketer needs to understand e-Business from the inside out rather than from the outside in. This was the reason for publishing the Reading.

Question 6

This Question was tackled by only 20% of candidates. This was really surprising since the topic of export documentation is so fundamental to international marketing. However, all papers which tackled the question achieved at least a pass mark. The topic is drawn to the attention of students as one which does crop up fairly frequently and as one which is really very easy to prepare for.

Question 7

This topic crops up at least 11 times in the essential text and papers showed that candidates were reasonably familiar with it. However, it was in the application of the knowledge to the particular sectors mentioned in the question that most papers showed severe shortcomings. The Examiner gave a good pass mark to papers that showed the necessary knowledge –almost all papers fell into this category – and added marks for the ability to apply the knowledge. Students should prepare themselves for this type of question and 'top up' their knowledge with the application as illustrated in news items, especially in the business and financial journals and magazines.

Question 8

This question proved to be very disappointing in view of the fact that a list of the most common failures is set out in the Institute's reading on Global Marketing. Almost every Examiner's report has highlighted the need for students to study these readings so it was disappointing to find that quite a number of students had obviously not done so. It may be of interest for students who will be repeating next year to note that the reading on Global will not be on the list next year because of the change of textbook. The new text covers the topic in its own right making the reading redundant. However, students who will be sitting exams next year should note the change in syllabus content and prepare for next year's examinations accordingly.