



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 13, 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. Identify **six** of the environmental factors likely to be taken into account by the International Marketing Manager when assessing the potential of a foreign market and suggest how each factor is likely to affect the international marketing strategy.
2. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 - (a) Thinking local, acting local
 - (b) The stakeholder concept
 - (c) Kinesics, proxemics
 - (d) Supply Chain Management
 - (e) Tariffs v. quotas
3. 'The practice of establishing an export price is fundamentally no different to establishing a price for the domestic market.' (Albaum, Strandkov & Dewer, p.438). Set out your reasons for agreeing – or disagreeing - with this statement.
4. What evaluative criteria might be used for screening new product ideas for an overseas market?
5. The internet and e-mail are emerging modes of data collection and market research by international marketers. Discuss.

P.T.O.

6. Over the last half century the debate regarding standardization versus localization of advertising and branding in global markets has swung first one way and then the other. Recently, however, multinationals have inclined more and more towards a combination strategy with much more emphasis on localization. Discuss the factors which are driving the multinationals towards their current approach?
7. What are the main services offered by a large, modern freight forwarder?
8. Efficiency is not the same thing as effectiveness. Discuss this statement in the context of global marketing management.