



## Diploma in Marketing - Stage 3

### INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

**FRIDAY, AUGUST 18, 2006. 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. List and explain the various components of a global logistics system.
2. What are the stages in planning a global promotional campaign and suggest how local and headquarters inputs to the planning process affect each of the stages?
3. What are the critical issues involved in website design for the international marketing firm?
4. Explain why the marketing manager might choose exporting, licensing or franchising as the basis for international marketing operations.
5. “In preparing a quotation, the exporter must be careful to take into account and, if possible, include unique export related costs”.  
Discuss.
6. Identify the elements of a typical distributor agreement and explain how each element impacts on (a) the exporter and (b) the distributor.
7. When it comes to distribution channel design, “the marketer should use the appropriate checklist to determine the proper approach to reach intended target markets before selecting channel members to fill the various roles”.  
Discuss.

**P.T.O.**

8. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
1. Quantitative data
  2. Expropriation, confiscation, domestication
  3. Consular invoice
  4. Reverse logistics
  5. Transfer pricing
  6. Del credere agent
  7. Sogo Shosha
  8. Triad