



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 19, 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 types of counter-trade used in today's global economy.
2. What are the critical ways in which global marketing management differs from multi-domestic marketing?
3. What are the issues that the international marketing manager must take into account when adding an e-business dimension to the marketing effort?
4. What are the typical proactive and reactive motivations for a firm internationalising?
5. Discuss the product standardisation versus product adaptation dilemma in international marketing.
6. In many instances, the negotiating tactics which the international marketer or salesperson must use overseas will be different to those used at home. Discuss.
7. What are the issues that the international marketing manager has to take into account when formulating international communications strategies?

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. Dumping
 2. Parochialism/stereotyping
 3. Gray markets
 4. Psychological distance
 5. Qualitative data
 6. Turnkey operation
 7. Trade missions
 8. Backward innovation