



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, AUGUST 17, 2007. 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 or international examples of marketing practice)

1. The international marketer can arrange for a website to be hosted either internally or externally. What are the advantages and disadvantages of each option?
2. As companies evolve from purely domestic entities to multinationals, their organizational structure and control systems must change to reflect the new situation. Discuss.
3. Why is pricing probably the most difficult element of the international marketing mix to manage?
4. Explain the reasons why international business negotiations should follow a certain structure independent of the cultural environment in which they take place.
5. Describe the work of the various transnational institutions that affect world trade.
6. List and describe **three** basic types of global organization structure.
7. What are the proactive and reactive motivations behind the firm's decision to 'go international' and how do they affect the growth and development of the firm?

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. Distribution culture
2. Economic integration
3. Integrated marketing communications
4. Reverse distribution systems
5. Qualitative data
6. Triad