



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 4, 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. How can the international marketer use intranets, extranets and the Internet to maximum advantage?
2. A single political and legal environment does not exist on the international stage. Discuss.
3. What are export related costs and how do they affect Incoterms?
4. Discuss the need for, and challenges in maintaining, internationally coordinated market communications.
5. What impact do global linkages have on firms and consumers?
6. What are the external and internal determinants of channel structure and relationships in international marketing?
7. Product development is at the heart of the global marketing process. Discuss.
8. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 1. Political risk
 2. Management contract
 3. Supply chain management
 4. Ethnocentrism
 5. Foreign exchange risks
 6. Non tariff barriers