



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, AUGUST 15, 2008. 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. In what ways does the global marketing mix differ from the multidomestic marketing mix?
2. In addition to teenagers as a GLOBAL segment, are there other possible groups having similar traits and behaviours that have emerged world wide?
3. One of the most fundamental assessments of opportunity in a foreign market is an examination of the economic variables operating in that market.
Discuss.
4. How can the exporter minimize the risk of not being paid for an export transaction?
5. To what extent do you agree with the contention that the principles underlying the creation of effective advertising are the same whether the market is a global one or a domestic one?
6. *“When it comes to market research, the better defined the research objectives are, the better the researchers will be able to determine the information requirements and thus conserve the time and financial resources of the firm”.*
(Zinkota & Ronkainen).
Discuss.

P.T.O.

7. What are the principles that lead to effective internal organizational integration in support of e-Business?
8. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
 1. High context cultures
 2. Back translation
 3. Core, tangible and intangible product dimensions
 4. Nearshoring
 5. Cause related marketing
 6. Channel configuration
 7. Non-verbal language
 8. Blood free diamonds