



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

THURSDAY, MAY 21, 2009. 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 international marketing mix differ from the domestic marketing mix?
2. List the various methods of payment available to the export marketer and discuss the level of risk attached to each.
3. Effective internal organizational integration is essential to the operation of a successful e-Business enterprise.
Discuss.
4. Explain the reasons why sales negotiations should follow a certain structure regardless of the cultural environment in which they take place.
5. List and explain eight (8) of the elements of the international distribution agreement.
6. What role does the company's ability to provide product related services play in determining its potential for international marketing success?
7. What are the general sources of competitive advantage a globally operating company may use that are not available to regionally or domestically operating companies?

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. Change agents
 2. RORO
 3. Proforma Invoice
 4. Irrevocable Letter of Credit
 5. Matrix Structures
 6. NATO