



Diploma in Marketing - Stage 3

INTERNATIONAL MARKETING MANAGEMENT & STRATEGY

FRIDAY, MAY 9, 2003. 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. Is the use of the world wide web for international marketing appropriate only for large companies? Explain your point of view.
2. Export motives can be classified as internal or external and as reactive or proactive. Discuss.
3. Consider how the smaller Irish exporting company could use the Hill & Jones 'Four Building Blocks of Competitive Strategy' concept to advantage.
4. What are the major considerations to be taken into account by the international marketer when deciding whether or not to engage in some form of foreign production?
5. List and then discuss the factors that influence the setting of an export price.
6. Write brief notes (approximately 100 words on each topic) to illustrate the meaning of **three** of the following international marketing terms:
 1. Proforma Invoice
 2. Platform countries
 3. Dumping
 4. House organ
 5. Paris Union
 6. Maquilalora Operations

P.T.O.

7. From an exporter's standpoint, what objectives should promotional activities be designed to accomplish?
8. A typical export shipment requires many documents. What are these documents and where can they be sourced?