



# ICM

SEPTEMBER 2015

INTERNATIONAL MARKETING

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Discuss the merits and limitations of the matrix organisation structure to be considered by marketing organisations operating in a number of international markets. [20]
  2. Protecting international brands from counterfeits and forgeries is a major challenge. Explain the benefits of international brands and identify the actions that marketing organisations can take to protect their brands from illegal practices. [20]
  3. Critically appraise the contributions that sales promotions can make to the marketing of products in services in international markets and provide examples to support your recommendations. [20]
  4. Explain what you understand by the following:
    - a) Letter of credit
    - b) Contract manufacture
    - c) Transfer pricing[20]
  5. Explain the market segmentation strategies that can be considered by international marketing managers and summarise the practical difficulties in segmenting international markets. [20]
  6. Critically appraise the value of Ansoff's growth strategies model to international marketing decision making. [20]
  7. Write notes on THREE of the following:
    - a) Product mix
    - b) Penetration pricing
    - c) Product adaptation to international markets
    - d) Stocking agents[20]
  8. As a newly appointed international marketing manager, you have been asked to explain the difficulties associated with in-depth market research before entry into overseas markets. What information would you include in your explanations? [20]