



ICM

DECEMBER 2016

INTERNATIONAL MARKETING STRATEGY

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) This examination consists of THREE compulsory questions
 - c) Candidates are required to answer ALL questions
 - d) Marks for each question are shown in []
 - e) The questions relate to the pre-issued case study
 - f) **You are allowed to bring into the examination up to two pages (four sides) of A4 notes. These notes should be handed in and securely attached to your answer script at the end of the examination period**
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1. Discuss the market entry strategies Innocent could use and evaluate their likely success. [35]
 2. As market segmentation will be key to Innocent's expansion, evaluate methods for market research and how this associates with decisions about segmentation. [35]
 3. Analyse and evaluate Innocent's decisions on standardisation and adaptation. How should this influence their international marketing mix? [30]