



# ICM

DECEMBER 2016

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 [ ]
1. Explain the criteria you would use in evaluating the operating environment of international markets in order to decide whether to invest in specific markets. [20]
  2. Summarise the importance of organisation structure to transnational firms and highlight the key influences on the structure to be used. [20]
  3. Discuss the value of marketing research in identifying target markets for the company's products and services. [20]
  4. Explain what you understand by the following terms:
    - a) Niche marketing
    - b) Reciprocal trading
    - c) Direct marketing[20]
  5. Critically appraise the practical advantages and limitations of TWO popular international market entry methods. [20]
  6. Explain the importance of international product portfolio analysis in identifying future strategies for a company's products. [20]
  7. Write notes on THREE of the following:
    - a) Economies of scale
    - b) Transfer pricing
    - c) World Trade Organisation
    - d) Single European Market[20]
  8. Discuss the importance of fully integrated marketing communication campaigns for the effective marketing of products and services to international markets. [20]