



ICM

JUNE 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**

- 1. Discuss IKEA's entry strategies and evaluate the adopted methods they used. [35]
- 2. Evaluate the approach IKEA took with regard to market segmentation. Is there a failure in their market research which led to them not anticipating Chinese needs? [35]
- 3. Analyse and evaluate IKEA's decisions on standardisation and adaptation. How should this influence their international marketing mix? [30]