



ICM

JUNE 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 []
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1. Describe the main benefits associated with TWO indirect methods of entering overseas markets of your choice. [20]
 2. Identify the factors that can influence the organisation structure of international organisations and summarise the main advantages and limitations of TWO popular organisation structures. [20]
 3. Explain what you understand by the following terms:
 - a) Market segmentation
 - b) Product adaptation
 - c) Product standardisation[20]
 4. Compare and contrast attribute brands, aspirational brands and experience brands and provide examples to support your recommendations. [20]
 5. Critically appraise the importance of the Product Life Cycle model in managing a portfolio of products in international markets. [20]
 6. As an independent international marketing consultant, prepare a report explaining the following topics to one of your clients:
 - a) Theory of comparative advantage
 - b) Tariff barriers
 - c) Niche marketing[20]
 7. Write notes on THREE of the following:
 - a) Brand piracy
 - b) Exhibitions and trade fairs
 - c) Celebrity endorsements
 - d) Public relations[20]
 8. Summarise the key factors that can influence the pricing strategies for products in international markets. [20]