



ICM

MARCH 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. Cadbury Schweppes' market entry strategy will be key to its success in Eastern Europe. Evaluate the market entry strategy used. [35]
 - 2. Market segmentation and market research are essential parts of the marketing strategy. Evaluate the key considerations Cadbury Schweppes made in this area. [35]
 - 3. The international marketing mix and decisions on standardisation or adaptation can contribute to Cadbury Schweppes' success. Analyse the decisions that need to be considered by Cadbury Schweppes to be successful. [30]