



# ICM

MARCH 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. Identify the major environmental influences which can have an impact on the international marketing strategies of commercial organisations. [20]
  2. Critically appraise the techniques that can be used by marketing management in order to select international markets for their products and services. [20]
  3. Describe the variables that must be considered in deciding on the organisation structure to be used to support an organisation's international operations. [20]
  4. Explain what you understand by the following terms:
    - a) Marketing research consortia
    - b) Qualitative research
    - c) Non-tariff barriers[20]
  5. Advise one of your clients on the benefits and risks associated with the following methods of international market entry:
    - a) Use of export houses
    - b) Use of overseas agents
    - c) Franchising[20]
  6. Distinguish between communication standardisation and communication adaptation and summarise the key factors that can be associated with EACH option. [20]
  7. Write notes on THREE of the following:
    - a) Online communications
    - b) Relationship marketing
    - c) Countertrade
    - d) Transfer pricing[20]
  8. Explain the importance of branding and discuss the branding strategies that can be applied to the brand portfolio. [20]