



ICM

MARCH 2017

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. Discuss the various market entry strategies available to AZZ and evaluate which is likely to be most successful for the company. [35]
 2. As market segmentation will influence the approach AZZ takes to its expansion, evaluate the role of market research in this process. [35]
 3. Analyse how the international marketing mix can contribute to AZZ's success and how it should view the concept of standardisation or adaptation in relation to this. [30]