



ICM

MARCH 2017

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. Distinguish between the macropyramid and umbrella organisational structures and explain the benefits of an effective organisational structure to international marketing operations. [20]
 2. Describe the key influences on the pricing policy to be adopted for products and services in international markets. [20]
 3. Explain the importance of marketing research to international marketing operations and summarise the risks associated with secondary data sources in overseas markets. [20]
 4. Explain what you understand by the following strategic marketing terms:
 - a) Product portfolio
 - b) Transnational marketing
 - c) Market testing stage of the new product development process[20]
 5. What are the factors you would take into account in order to decide whether to standardise the company's marketing communication campaigns or adapt them to local market conditions and business practices? [20]
 6. Summarise the benefits and limitations of the following methods of international market entry:
 - a) Overseas agents
 - b) Direct exporting
 - c) Licensing[20]
 7. Write notes on THREE of the following:
 - a) Counterfeiting
 - b) Dumping
 - c) Relationship marketing
 - d) Tariffs[20]
 8. Advise one of your clients on TWO branding options that are widely used in international markets and provide examples to support your recommendations. [20]