

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 2 EXAMINATION, 2002/2003

Exam Code(s): 3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 3CL1, 1DB1,
1QR1, 4CL2, 10A, 1EM.

Exam(s): Third Year B.Comm. Degree.

Mode Code(s): MK 302
Module(s): INTERNATIONAL MARKETING

Paper No.: 1.
Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason
Internal Examiner(s): Dr. Aidan Daly
Ms. Juliana McDonnell

Instructions: Please answer three questions.
All questions carry equal marks.

Duration: Two hours.
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: Two including cover page.
Department(s): Marketing

MK 302 INTERNATIONAL MARKETING

1. The marketer's task and the process of marketing is the same whether applied in Ireland, Germany, the U.S.A. or Japan. Therefore, justify the study of international marketing.
2. List the elements of culture. Describe two of these elements showing their implications for appropriate marketing mix decisions.
3. Other than cash in advance, analyse two methods exporters may use to get paid by export customers.
4. Select three economic variables and describe their implications for international marketing.
5. Critically assess three arguments for adapting consumer products for international markets.
6.
 - (a) Outline the principal differences between a sales agent and a distributor.
 - (b) Examine how exporters should select and motivate a distributor in an export market.