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

SEMESTER 2 EXAMINATION, 2003/2004

Exam Code(s): 3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 3CL1, 1DB1,
1QR1, 4CL2, 1OA, 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. Discuss two methods a business may use to enter a new international market.
2. Assess the contention that in international marketing, marketing research must be broader in scope than in domestic marketing.
3. Examine three causes of price escalation and two means of controlling or reducing it.
4. Assess the principal reasons why Cateora & Graham suggest that the political environment is of critical concern to international marketers.
5. Review three of the major challenges confronting an international advertiser.
6. Describe three elements of culture and outline their significance for the international marketer.