

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

**SEMESTER 2 EXAMINATION, 2004/2005**

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: 2 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

## **INTERNATIONAL MARKETING [MK 302]**

1. Examine three economic variables and discuss their implications for the international marketer.
2. Discuss the contention by Doole & Lowe (2004) that "the key difference between domestic marketing and marketing on an international scale is the multi-dimensionality and complexity of the many foreign markets a company may operate in".
3. Discuss three market entry strategies available when deciding to internationalise.
4. Critically review the way your textbook discusses the standardising or adaptation of products for international markets.
5. List the elements of culture. Describe three of these elements in detail, illustrating their significance for the international marketer.
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.