

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

SEMESTER 2 EXAMINATION, 2004/2005

Exam Code(s): **1AB1.**
Exam(s): **Masters of Business Studies Degree**

Mode Code(s): **MK 503**
Module(s): **SEMINAR IN MARKETING**
[GLOBAL MARKETING]

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

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**

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**

SEMINAR IN MARKETING [GLOBAL MARKETING] [MK 503]

1. Compare three of Hollensen's Hierachial Entry Modes, "where the firm completely owns and controls the foreign market entry mode", with the Japanese approach analysed by Kotler, Fahy & Jaturisripitak.
2. Examine the contention that international pricing is more complex than pricing for a domestic market.
3. Review the challenges of managing the communications process internationally.
4. Examine three issues of **either** global e-marketing or international mobile marketing.
5. Discuss the principal reasons for international sourcing and subcontracting.
6. Analyse how Porters Diamond Model or Porter's Five Forces or Value Chain analysis, may be used to understand a firm's international competitiveness.