

OLLSCOILE NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

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SEMESTER 2 EXAMINATION 1998/'99

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B.COMM. DEGREE  
& DIPLOMA IN BUSINESS STUDIES EXAMINATION

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**INTERNATIONAL MARKETING**

Professor James Lynch;  
Dr. Aidan Daly.

Time allowed: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. Select three economic variables. Discuss their significance for international marketers.
2. Describe four aspects of culture and show how they impact international marketing.
3. Explain why companies involved in international business should be concerned with a host country's political situation.
4. Discuss Vern Terpstra's and Ravi Sarathy's view that international marketing intelligence is more comprehensive than domestic market research.
5. What is your view about adapting or standardising products for international markets? Argue your case fully.

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6. Evaluate two methods of indirect exporting and two methods of direct exporting.
7. Is Pan European Marketing a reality? Justify your position fully.
8. "The subject matter of chapters 12 & 13 is not really international promotion, but rather promotion in international marketing". (Vern Terpstra & Ravi Sarathy, International Marketing; page 608). Discuss.

Or

Discuss the issues involved when establishing and structuring a joint venture arrangement. What, if anything, can be done to ensure a successful joint venture?