

**OLLSCOIL na hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

**SEMESTER 2 EXAMINATIONS 1999/2000
MASTERS IN BUSINESS STUDIES (MARKETING)**

**SEMINAR IN MARKETING
(GLOBAL MARKETING)**

**Professor James Lynch
Dr. Christine Domegan
Ms. Ann M. Torres**

- **Select three questions.**
 - **All questions carry equal weight.**
 - **Time Allowed: two hours; two and one half-hours for visiting students.**
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1. "The importance of international or global business to large firms is real. But small firms that sell only in the domestic market do not need to be concerned." Do you agree with this statement? Why or why not?
2. Illustrate the difficulties of intercultural communication. What can an international marketer do to alleviate these difficulties? In addition, discuss the potential influences of marketing on culture. What are your conclusions concerning the impact of international marketing on culture?
3. What is an international marketing information system? What special problems may firms experience in gathering and analysing data about foreign markets? How does international marketing research differ from domestic marketing research?
4. What specific criteria may a manager use to determine whether a company has the potential to be a successful international marketer? Furthermore, discuss why top management's commitment is crucial to the firm's success in international marketing.
5. Explain why a company operating internationally needs a policy governing its international product management. Moreover, how can a company decide the extent of standardisation? Finally, discuss why the consistency of international brand management decisions is so very important.