



THURSDAY, MAY 13, 2010. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and/or international examples of marketing practice)

1. What are export related costs and how are they affected by Incoterms?
2. The international marketer can arrange for an internet operation to be hosted either internally or externally. What are the advantages and disadvantages of each option?
3. Discuss the advantages and disadvantages of the various entry strategies available to the small Irish manufacturing firm wishing to enter overseas markets for the first time with limited resources.
4. Advertising is deemed to be one of the most important factors in creating demand for consumer goods. Discuss the difficulties a large Irish food exporting company might encounter in formulating advertising to be used across a number of mainland European markets.
5. How might a small Irish manufacturing firm go about locating a distributor in a mainland European country and what factors should be taken into account when appointing such a distributor?
6. "Efficiency is not the same thing as effectiveness". Discuss this statement in the context of global marketing.
7. List (a) the personal characteristics and (b) the business/technical skills required by the effective Irish sales representative operating in the diverse markets of Asia.

P.T.O.

8. Write brief notes (approximately 120 words on each topic) to illustrate your understanding of any **three** of the following international marketing terms:
1. HTSUS
 2. Export Credit Insurance
 3. Non-Tariff Barriers
 4. TQM
 5. Psychographic segmentation
 6. Expropriation
 7. Documentary collection
 8. The Networked Global Organization