

Cork Institute of Technology

Bachelor of Business in Marketing – Award

(National Diploma in Business Studies in Marketing – Award)

(NFQ – Level 7)

Summer 2005

International Marketing and Export Management

(Time: 3 Hours)

Instructions

Answer FIVE questions.

Question One is mandatory.

All questions carry equal marks.

Examiners: Mr. M.N. Walsh

Mr. R. Sherlock

- Q1. Write a comprehensive export marketing plan for one of the following proposals:
- A new restaurant franchise in the USA specialising in ‘Irish’ food (Irish stew, corned beef and cabbage, etc).
 - Developing and marketing a new Irish liqueur for the European market.
 - A new range of up-market traditional Celtic jewellery for world markets.
 - Any other proposal that you are familiar with.
- The plan should encompass all aspects of market analysis, market research, product design, target customer analysis, distribution and communications policy and marketing strategy.
- Q2. Many Irish producers are tempted to look abroad for new markets but need to evaluate the desirability of this venture. List and evaluate the positive reasons for this development and the negative aspects which could prevent it.
- Q3. China has developed in recent years as a huge, emerging market which many MNC’s are seeking to develop and exploit. Irish exporters are usually among the first to enter new markets and are already doing so. Develop and comment on the most likely areas for future Irish export development of this market and the problems that exporters are likely to find.

- Q4. Minor taste, design or other marketing factors can greatly affect the response of a target audience to new product offerings, especially in the international sphere. In this respect, the cultural, social and environmental factors in every international market must be clearly identified and evaluated with a corresponding effect on marketing strategy. You are required to examine in detail:
- (a) What these influences are and
 - (b) How they affect marketing strategy
- Q5. Write extensive notes on two of the following:
- International communications strategy
 - Export risk analysis
 - Export documentation
- Q6. The selection of an efficient distribution system is vital to success in a new international market. Identify clearly and expand on the factors which:
- (a) affect distribution strategy and
 - (b) influence the selection of channel members
- Q7. There are numerous ways in which an exporter can receive payment with varying degrees of risk and cost. Outline the most common methods, giving the advantages and disadvantages of each.
- Q8. (a) Examine in detail the transport options available to an Irish exporter. (10 marks)
- (b) What factors influence of limit choice with regard to such options. (10 marks)