

International Pre-Master's in Business

Quartz ID: 1274

Unit ID: 2347

International Marketing

Global Examination

Sample Assessment

Time allowed: 2 hours

Instructions:

- Answer **ALL** questions.
- Write all your answers on the answer sheet provided. Only the answer sheet will be marked.
- Clearly cross out surplus answers.
- Any reference material brought into the examination room must be handed to the invigilator before the start of the examination.

Information:

- The maximum mark for this paper is 100.

Answer ALL questions

	Marks
Question 1	
a) What is global marketing?	2
b) Outline THREE (3) reasons why firms go international.	3
c) Define <i>standardisation</i> and explain FOUR (4) factors that favour standardisation.	10
d) Define <i>globalisation</i> and explain FOUR (4) drivers of globalisation.	10
	Total 25 Marks

Question 2	
a) Identify TWO (2) economic variables that affect international business.	2
b) Outline THREE (3) functions of the International Market Researcher.	3
c) Explain FIVE (5) challenges faced by companies in using secondary research for international marketing.	10
d) Define <i>culture</i> and explain FOUR (4) components of culture.	10
	Total 25 Marks

Question 3	
a) Discuss the FOUR (4) main factors that affect the international communications process.	12
b) Define <i>digital marketing</i> and explain FOUR (4) digital marketing tools that could be used as part of a company's international marketing activities.	13
	Total 25 Marks

Question 4

- a) What is a *global brand* and what steps do managers need to take when trying to build a global brand? **13**
- b) Discuss the FOUR (4) main factors that influence pricing decisions in international marketing. **12**

Total 25 Marks

End of paper