

Department of Marketing

MK328 Strategic Marketing in an international Context

Wednesday 26 July 2023

2.00pm-4.00pm

Answer **THREE** Questions

Answers should be written in an essay format

1. Why is screening a foreign/global market important, especially to a Small to Medium Enterprise (SME)? (50%) Outline the reasons why many firms do not systematically screen countries/markets. (50%)
2. Why is choosing the most appropriate market entry and development strategy one of the most difficult decisions for the international marketer?
3. Describe and compare the different direct export modes. What are some of the advantages and disadvantages of each type? Use examples to illustrate your points.
4. Discuss, using relevant company examples, how a *sharing economy* organisation has successfully entered into a global market. What were the reasons for this positive outcome?
5. Compare and contrast the **two** following theories as they apply to the internationalising firm: Uppsala Stages Model of Internationalisation and Born Globals.
6. Using illustrative examples, explain how cultural differences may affect negotiations between the internationalising firm and a business partner (e.g. supplier, customer, distributor) from another country.

END OF PAPER

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