

**UNIVERSITY OF BOLTON**  
**SCHOOL OF BUSINESS AND CREATIVE**  
**TECHNOLOGIES**  
**BUSINESS MANAGEMENT PATHWAY**  
**SEMESTER 1 EXAMINATIONS 2009/2010**  
**INTERNATIONAL MARKETING**  
**MODULE NO: MKT2500**

Date: Monday 18<sup>th</sup> January 2010

Time: 14:00 – 16:00

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**INSTRUCTIONS TO CANDIDATES:**

There are **FOUR** questions on this paper.

Answer **TWO** questions.

Section A question is **COMPULSORY**.

Section B – answer **ONE** question.

All questions carry equal marks.

No books or materials may be referred to in the examination.

Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression.

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Business Management Pathway  
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**SECTION A – (Compulsory)**

1. Many companies are looking to emerging markets in their internationalisation programmes. Outline and critically evaluate the problems in researching these markets and how, if at all, these issues may be overcome.

**(50 marks)**

**SECTION B – (Answer ONE question from this section)**

2. Outline and critically explain how the smaller business can compensate for its lack of resources and expertise in international marketing when trying to enter new markets.

**(50 marks)**

3. Outline and critically discuss the major reasons for standardising an international advertising programme.

**(50 marks)**

4. Outline and critically explain the choices an international marketing manager can make with regard to its positioning strategy.

**(50 marks)**

**END OF QUESTIONS**