

UNIVERSITY OF BOLTON
SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES
RAS AL KHAIMAH CAMPUS
BUSINESS MANAGEMENT PATHWAY
SEMESTER 1 EXAMINATIONS 2009/2010
INTERNATIONAL MARKETING
MODULE NO: MKT2500 RAK

Date: Monday 18th January 2010

Time: 18:00 – 20:00

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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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