



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING

DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 6)

DBA 211: INTERNATIONAL MARKETING

Date : 3 April 2007

Time : 9.30am-12.30pm

Duration: 3 hours

Instructions to Candidates

Answer ALL questions in SECTION A and SECTION B.

Please ensure that this examination paper contains TWENTY FIVE multiple choice questions, and TWO subjective questions on FIVE printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Attached is the Answer Sheet for Section A.

SECTION A : Answer all questions

1. Ideally, a firm's decision to enter international marketing should:
 - A. evolve "naturally" over time.
 - B. result from a careful study and analysis of market potential and company capabilities.
 - C. be determined by the actions of their most significant competitors.
 - D. be made without regard to political or legal considerations.

2. While the America-First Corporation produces and sells most of its products in and for the domestic market, it has begun to adapt some of its products for sale by foreign middlemen in selected foreign markets. The firm would be best described as engaging in:
 - A. infrequent foreign marketing.
 - B. international marketing.
 - C. regular foreign marketing.
 - D. global marketing.

3. After World War II, the way for the first effective worldwide tariff agreement was cleared by the acceptance of:
 - A. the Smoot-Hawley Act.
 - B. the General Agreement on Tariffs and Trade.
 - C. the World Trade Congress.
 - D. the Anti-Protectionism Treaty.

4. The United States, on behalf of several of its most important industries, is attempting to improve market access in Japan and other world markets. The case is most likely to be made before:
 - A. the International Marketing Congress.
 - B. the World Court.
 - C. the Supreme Trade Tribunal.
 - D. the World Trade Organization.

5. The America-First Corporation typically seeks to limit its political financial risks to including locals and/or other third-country MNCs in its foreign operations. The firm is utilizing:
 - A. joint ventures.
 - B. planned domestication.
 - C. licensing.
 - D. bribery.

6. The America-First Corporation often negotiates agreements which allow foreign firms to utilize its technology in return for the payment of fees. The firm is utilizing:
 - A. planned domestication.
 - B. joint ventures.
 - C. licensing.
 - D. bribery.

7. Which of the following is the least preferred means of settling disputes in business?
 - A. Conciliation.
 - B. Arbitration.
 - C. Litigation.
 - D. Mediation.

8. Failure to protect intellectual property can result in:
 - A. significant loss of sales and profits.
 - B. damage to the reputation of the owner.
 - C. loss of legal rights to the property.
 - D. All of the above.

9. Apparent similarities that exist in different cultures is usually the result of:
 - A. change induced by war.
 - B. cultural borrowing.
 - C. accident.
 - D. misperception.

10. The America-First Corporation routinely seeks to introduce radical new products as a series of "improvements" over time rather than as a single introduction. The firm is apparently:
 - A. attempting to increase acceptance by minimizing disruption.
 - B. retain its old products longer.
 - C. using planned obsolescence to manipulate the consumer.
 - D. unable to create truly new products.

11. The America-First Corporation is shocked to find that Russian politicians often demand payment to "ensure" that business proposals and/or deals are "properly" handled. To the Americans, such practices are examples of:
 - A. bribery.
 - B. extortion.
 - C. agency fees.
 - D. lubrication.

12. The America-First Corporation often employs foreign nationals to represent their interests in foreign markets with full knowledge that some of the funds given to the agent will be used for bribes. The firm's practices are:
- A. unethical.
 - B. illegal under the Foreign Corrupt Practices Act.
 - C. not uncommon in international business.
 - D. All of the above.
13. The most valuable asset possessed by a global marketer is its:
- A. financing strength.
 - B. distribution network.
 - C. communication network.
 - D. brand.
14. The influence of the country of manufacture, assembly, or design has on a consumer's positive or negative perception of its products is called the:
- A. national brand effect.
 - B. global brand effect.
 - C. country of origin effect.
 - D. global power effect.
15. In many countries, the primary vehicle for doing business in foreign markets is:
- A. specialized advertising.
 - B. the trade show.
 - C. the internet.
 - D. direct mail.
16. The requirements of business-to-business marketing leads naturally to the practice of:
- A. relationship marketing.
 - B. technology sharing.
 - C. sales orientation.
 - D. competitive marketing.
17. All of the following are advantages of licensing except:
- A. high profitability.
 - B. low capital requirements.
 - C. allows firms to avoid bans on entry.
 - D. means of preventing loss of rights to patents or trademarks due to non-use.

18. The America-First Corporation would like to enter several foreign markets whose history of hostility to outsiders has resulted in high tariffs, duties, taxes and political risk. Given its desire to maintain a significant amount of control over operations, the firm is likely to favor:
- A. direct foreign investment.
 - B. direct exporting.
 - C. licensing.
 - D. joint ventures.
19. Which of the following means of motivating middlemen is the most critical?
- A. Financial rewards.
 - B. Psychological rewards.
 - C. Communication support.
 - D. Company support.
20. The America-First Corporation is considering expanding its use of the internet as a distribution tool. The firm must consider the impact of:
- A. culture and language.
 - B. payment and delivery options.
 - C. promotion.
 - D. All of the above
21. The newest of international advertising media is:
- A. television.
 - B. the Internet.
 - C. satellite television.
 - D. direct mail.
22. The most common means of compensating advertising agencies throughout the world is:
- A. the fee system.
 - B. the quota system.
 - C. the commission system.
 - D. the cost system.
23. Which of the following tends to be the most common weakness of American salespeople working abroad?
- A. Poor math skills.
 - B. Poor language skills.
 - C. Poor technical skills.
 - D. Poor social skills.

24. An attempt to establish prices for an entire market is called:
- A. administered pricing.
 - B. carteling.
 - C. transfer pricing.
 - D. skimming.
25. When entering markets for which little data is available, many firms seek to apply "known" relationships in similar countries to estimate the potential in the target nation. This technique, which is based on the assumption that product demand will develop in similar ways in similar markets, is described by the term:
- A. triangulation.
 - B. analogy.
 - C. expert opinion.
 - D. extrapolation.

(25 X 3= 75 marks)

SECTION B : Answer all questions

Question 1

Researchers of international marketing generally agreed that there are three strategic-thinking approaches:

- Domestic market extension concept
- Multi-domestic market concept
- Global marketing concept

Briefly explain each of them.

(15 marks)

Question 2

The umbrella term "bribery" is used to described the following conducts in business:

- Bribery
- Extortion
- Subornation
- Lubrication

Provide a brief description of each of them

(10 marks)

(Total = 25 marks)

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