

International marketing assignment

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To what extent is a global approach to international marketing appropriate to firms in the Asia-Pacific? Global approaches are not always relevant to firms in the Asia-Pacific apart from alerting them to the nature of the international competitive environment in which they are likely to operate. A global approach is not an operating strategy for indigenous small and medium scale exporters (Seems) and is only partially appropriate for local subsidiaries of transnational firms. 2.

Do the driving forces always outweigh the restraining forces in ensuring the attractiveness of international marketing to the Asia-Pacific firm? 3. Why is it necessary to adopt a holistic approach in international marketing? 4. Discuss the theory of comparative advantage and its limitations as an explanation for international trade. 5. Compare the product life cycle with the product trade cycle as explanations for involvement in international marketing. 6. In what ways do uncontrollable factors in the local environment affect the application of the marketing mix variables overseas? . Comment on recent trends in Australia's or New Zealand's international trade performance and prepare a prognosis for the future of international marketing in the second decade of the new millennium Chapter 3: 1 . To what extent are cultural factors which impact on domestic marketing of greater importance when marketing internationally? 2. Why, when doing business in other countries, is it important to analyse the impact of culture at the national, the industry and the firm levels as well as at the personal level? 3.

Discuss how you would compensate for the self-reference criterion when marketing in Vietnam. 4. Illustrate the difference between high context cultures and low context cultures by comparing China with Germany. 5. Why

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Is time so Important as a cultural variable when doing business Internationally? How would you take this variable Into account during your first visit to Manner? What are the likely consequences if you don't? 6. Describe the way in which cultural differences can act to impede communication between business people of different nationality. . What are the shortcomings of Hypotheses criteria for assessing differences on a global basis? Do you consider that his fifth factor adequately caters for the underlying differences between Asian and Western cultural values? Chapter 12: 1 . Prepare a Matrix showing the following countries along the horizontal axis: Canada, Vietnam, Thailand and Japan. On the vertical axis list each of the six factors to be taken Into account when redefining the business and considering international markets.

In the cells Indicate how these factors would defer for each of the four countries. 2. How would leveraging capableness with respect to the Indonesian market differ between an Australian/New Zealand producer of computer software and an Australian/New Zealand manufacturer of automotive parts? 3. Modifying a hose costs discretionary and how would you assess whether the costs are worthwhile. 4. For what kinds of products do you expect customer needs to be worldwide? Why?