

# Model questions for global marketing



**ASSIGN  
BUSTER**

Global Marketing Outline and discuss the principal causal factors that encourage firms to undertake the international marketing of their products and services. Cultural and political forces Influence International marketing activity. Discuss the impact of these forces and illustrate your answers with examples. “ The global competitor will seek to standardize his offering everywhere” (Levity). Critically evaluate this view with specific reference to a firm’s International product/ service strategy and communications strategy. Illustrate your answer with examples.

International marketing is seen as the strategic process of marketing among consumers whose culture differs from that of the company’s own culture. If the marketing manager wants to succeed they must create the marketing mix that meets the consumers values with respect to their culture. Discuss and illustrate using any elements or dimensions of culture of your choice. Discuss why It Is Important for marketers to understand consumer buying behavior and the role of this behavior in different cultures for the successful implementation of their international marketing strategy.

How does the differences In culture Impact upon consumer behavior and marketing practice In International markets? Outline how the elements of culture Impact on the above. How do cultural and political factors Impact on marketing practice In International markets? Illustrate your answer with examples. Identify and discuss the underlying motivations for certain political actions by governments. What measures might a company take to lessen its political vulnerability and risk?

Choose an international firm of your choice – undertake a comprehensive analysis of the macro environmental forces indicating the likely influences and challenges to be faced by this firm in the next five years. Your answer should attempt to link such challenges to anticipated strategic responses by your chosen firm. The wide range of strategies relevant to the different competitive positions of dominance, market leadership, challenger, follower and niche specialist indicates the need for careful assessment and selection followed by creative implementation by the international marketer. Discuss. 1000 words.

Describe its strategy and make recommendations about its possible future competitive position. When one analyses a company's international competitive performance, one is really valuing the strength of its supply chain versus that of its major competitors. Critically evaluate the supply chain model and illustrate your answer through reference to real life examples. Outline and discuss the factors that must be taken into account in the international marketing selection decision. Selecting international markets is one of the most difficult decisions to be undertaken by the international marketing executive.

Discuss the factors that need to be taken into consideration in evaluating the different entry modes. Discuss the commonly held belief that there is no single market entry strategy appropriate in all circumstances. Discuss the factors influencing the propensity of a firm to enter into strategic alliances. International market entry strategies must be chosen with care, as the entry method will determine to a degree whether or not foreign market entry is successful and the company's strategic objectives have been met.

Critically evaluate a range of foreign market entry modes. Clarify the distinction between product leadership, operational excellence and customer intimacy as a basis for competitive advantage. Discuss the factors that influence product diffusion and adoption in international markets? Discuss the role of branding and how firms use brands to enter international markets. Discuss the factors that the marketing manager needs to be taken in account in developing a product/service strategy for international markets.

Developing a strategy to embrace international as well as domestic markets is one of the challenges faced by the firm when management decide to engage in international marketing. What factors decide whether a similar product can be marketed in different international markets and whether modifications are necessary? Discuss. Managers are to make effective product modification decisions for international markets. What problems do the characteristics of services present to the international marketing of services?

Discuss the similarities and differences between the international marketing of services versus the international marketing of products. Outline the communication process confronting the marketing managers as they attempt to develop an integrated international marketing strategy and critically evaluate the major challenges facing each of the promotional tools in the international market. “ Think global act local” What factors are likely to limit a firm’s ability to standardize its international product/service offerings or its communication strategies? Discuss. Illustrate your answer with examples.

Will global media eventually replace national media? Discuss the factors that underlie the rise of global media and the impact of the future trends affecting international marketing communications. Discuss the changes in product and communication strategies that a company might have to make in international markets. Outline and discuss the key factors that may influence international pricing decisions. Outline the underlying philosophy of globalization and discuss the main factors driving business towards globalization and the inhibitors to operating a global business?

A change in the direction of more homogeneities of needs internationally does not mean that international marketing should be standardized. What factors are likely to limit a firm's ability to standardize its international product/service and communication strategies? Discuss and illustrate your answer with examples. Discuss the main management motivations for going global? How does the philosophy of globalization differ from multinational marketing? Discuss the impact of Internet technologies on international marketing strategy.

Discuss the likely effects of technological change, globalization and information technology on international marketing strategy? International marketing plans? What are the advantages and disadvantages of a firm establishing its own distribution in international markets, and what forms might this take? What criteria should be applied when managing an agent or distributor in international markets successfully? Discuss the competitive advantages (if any) of forming and sustaining mutually beneficial business-to-business relationships in international business markets.

Based on Josh's four levels of Internet commerce, explain how companies could adopt strategies in their international markets to: enhance customer service; 'pirate' the value chain' create digital value' create a customer magnet. What lessons can be drawn from the case studies covered on the course that assists us in our understanding of international marketing strategy. Illustrate your by drawn on four cases of your choice from the course. Vulnerability? Outline and discuss the factors that influence the global market selection process.

Discuss the similarities and differences between the global marketing of services errors the global marketing of products. Discuss why it is important for marketers to understand consumer buying behavior and the role of this behavior in global marketing strategy. Discuss the concepts and relationships that must be understood if marketing managers are to make effective product modification decisions for global markets. What problems do the characteristics of services present to the global marketing of services? Describe the communication process and the major promotion tools that can be included in global promotional mixes.

Will global media eventually replace national Edie? Discuss the factors that underlie the rise of global media and the impact of the future trends affecting global marketing communications. The global marketing of their products and services. Cultural and political forces influence global marketing activity. Discuss the impact of these forces and illustrate your answers with examples. Discuss the factors that influence product diffusion and adoption in global markets? Discuss the role of branding and how firms

use brands to enter global markets? Outline and discuss the factors that must be taken into account in the global

Discuss the impact of Internet technologies on global marketing strategy.

Technology on global marketing strategy? Discuss the major challenges faced by marketers in developing and implementing global marketing plans?

Distribution in global markets, and what forms might this take? What criteria should be applied when managing an agent or distributor in global markets

so that the relationship might be long-lived? Beneficial business-to-business relationships in global business markets. Explain the concept of the value

chain, and indicate how it applies in global market.