

## INTERNATIONAL MARKETING (21BSC115)

Semester 1 2021

(1b) Exam paper

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**Answer Question 1, which is COMPULSORY, in SECTION A.**

**Answer ONE question in SECTION B.**

**Both sections carry equal marks.**

**Open book exam.**

**Word limit – 750 words per question.**

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This is a (1b) online examination, meaning you have a total of **2 hours plus an additional 30 minutes** to complete and submit this paper. The additional 30 minutes are for downloading the paper and uploading your answers when you have finished. If you have extra time or rest breaks as part of a Reasonable Adjustment, you will have further additional time as indicated on your exam timetable.

**It is your responsibility to submit your work by the deadline for this examination. You must make sure you leave yourself enough time to do so.**

**It is also your responsibility to check that you have submitted the correct file.**

### Exam Help

If you are experiencing difficulties in accessing or uploading files during the exam period you should contact the exam helpdesk. For urgent queries please call **01509 222900**.

For other queries email [examhelp@lboro.ac.uk](mailto:examhelp@lboro.ac.uk)

You may handwrite and/or word process your answers, as you see fit.

You may use any calculator (not just those on the University's approved list).

This is an **open book exam** and you may refer to module materials, notes or textbooks when answering. However, you **must produce your own responses** to the exam questions and you **should not copy or reproduce content** from a source without quotation marks and a citation. Students who do this will be marked down for poor scholarship or the work will be considered for Academic Misconduct in line with regulation XVIII.

You must clearly identify the question and part, as required, in your answer, either through the numbering system or by including the relevant exam question and/or part as a heading.

You may include headings, bullet points etc to help with clarity as required. Graphs and images may also be included and should be appropriately referenced.

In text citations should use the Harvard style in accordance with the School of Business and Economics guidelines. You do not need to include a reference list.

## **SECTION A**

### **COMPULSORY**

1. Adherence to the marketing concept lies at the heart of an organisation's marketing activities.
  - a. Explain what the marketing concept is in terms of its three conceptual pillars, using examples of your choice. (15 points)
  - b. Critically discuss the three behaviours necessary for the marketing concept to be implemented in export markets. (15 points)
  - c. Discuss the consequences of developing an export market orientation, in terms of how it can impact on export performance under different environmental conditions. (20 points)

**SECTION B**  
**(Answer One Question)**

2. Arguably "the most significant international marketing decision [most companies] are likely to take is how they should enter new markets, as the commitments that they make will affect every aspect of their business for many years ahead" (Doole and Lowe, 1999).
- a. Explain the four questions managers ask themselves before deciding on a specific foreign market entry mode. (10 points)
  - b. Define key foreign market entry modes in terms of their characteristics corresponding to the 4 questions. (15 points)
  - c. Critically evaluate the Driscoll and Paliwoda framework for assisting in the foreign market entry decision. (25 points)
3. Exporters often improvise their decisions, rather than formally plan their activities. In this context, please answer the following questions:
- a. Outline the key sections that make up an international marketing plan. (10 points)
  - b. Define and discuss export improvisation, using your own experience-based or theoretical examples of how it might be displayed in practice. (15 points)
  - c. Explain how export improvisation can help international firms become successful. In doing so, consider the Nemkova et al. (2015) model, and discuss the effects of export improvisation on responsiveness and performance. (25 points)

**A L SOUCHON**