

San Diego State University  
Imperial Valley Campus

MKT 769  
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Seminar in International Marketing  
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## SAMPLE FINAL

Please see the syllabus for the format of the exam and expectations.  
On the actual exam, you will be given approximately one half page of space to complete the short answer questions and two pages for the issue spotter essay.

Part I—Short Answer. Please answer any six of the following short answer questions:

1. Rap singer Greedy G would like to use the Internet to promote his songs across the World. Please address language issues as they relate to the Internet.
2. Country singer Red N. Eck would like to sell his CDs to fans around the world through the Internet. That is, customers would order the CDs, pay with a credit card, and have the CDs shipped to their home. How suitable is this product for sale on the Internet? Please explain your reasoning.
3. According to the text, how do *pull* and *push* marketing strategies differ?
4. Greedy G has heard that a number of his CDs are being diverted from the markets of the countries to which they were shipped to other markets. Please discuss how this diversion comes about, its consequences, and what might be done to reduce the likelihood of future diversion.
5. Please discuss the significance of transfer pricing.
6. According to the authors of *The Culturally Customized Web Site*, what are some web site features or characteristics recommended for highly collectivistic societies?
7. According to the text, how do *direct* and *indirect* channels differ?
8. Please discuss characteristics of societies that favor quick diffusion of new innovations.
- 9.

Part II—Issue Spotter Essay. Please address one of the cases below based on criteria discussed in the syllabus.

- A. Dell Computer is now active in many countries. Although the firm started in the United States, sales efforts quickly spread to European and Asian markets. Dell claims to save a great deal of money by making computers to order with exactly the components that a customer wants. Dell now offers computer peripherals such as printers in addition to the computers. A major marketing point for Dell is the optional on-site service agreement that is available to consumers. With this agreement, Dell offers to send a representative within one business day to the customer's site to fix any problems that come up with the computer. Dell's advertisements suggest that consumers save by buying directly from Dell, but across the World, prices paid in retail stores are usually not higher than those paid to Dell on comparable computers. So far, Dell has not become significantly involved in the software side of the computer business.
- B. Nikon has a long history as a manufacturer of cameras. Nikon's cameras have long been associated with quality across the world. The growth in the camera market today is within digital cameras, as sales of traditional film based cameras are actually declining

in most Western countries. Digital cameras have the advantage that the customer does not have to pay for film and that pictures are automatically in electronic format. However, digital cameras with good picture quality currently tend to be significantly more expensive than traditional cameras. If one has a color printer, one can print out pictures on photo paper, but this will usually be more expensive than it is to have film based pictures developed and printed. It is also more expensive to take the digital camera "flash cards" (small disks with film files) in to a developer to have prints made. Despite costs, current sales are high due to high adoption rates in more affluent countries, but consumers in many less affluent countries are less able to afford this product.