



The University of Fiji
(An Entity of Arya Pratinidhi Sabha of Fiji)



SCHOOL OF BUSINESS AND ECONOMICS

Semester 2, 2025

FINAL EXAMINATION PAPER

MGT303: INTERNATIONAL MARKETING

Important Instructions to Students:

1. Read the questions, instructions carefully and answer the questions.
2. You are allowed an **extra 10 minutes reading time** (during this time, you are not allowed to write with pen) and **180 minutes (3 Hours) to complete this paper**.
3. Silent, non-programmable calculators are allowed, but not supplied.
4. Write all your answers in the answer booklet provided. If you need extra sheets, please ask from the supervisor. Write your name, course code and student identification number in the answer booklet and in the attendance sheet.
5. This paper contains four (4) sections A, B, C and D. There are choices in Sections A, B and D.
6. Write all your answers legibly. The marker has the right to award zero for answers that are not legible.
7. This is a **Closed Book Examination**. The University views plagiarism, cheating and dishonest practice as serious offences and if found, offenders are penalized.

Examination Paper Content (Format):

<u>Section</u>	<u>Question</u>	<u>Content</u>	<u>Marks</u>	<u>Suggested Time</u>
A	1-7	Short Answer Questions (<i>Choose any FIVE out of the Seven Questions</i>)	40	60 minutes
B	8-11	Long Answer Questions (<i>Choose any TWO out of the Four Questions</i>)	20	40 minutes
C	12-16	Case Study Questions (Compulsory)	20	20 minutes
D	17-18	Essay (<i>Choose ONE out of the Two Questions</i>)	20	60 minutes
		TOTAL	100	180 Minutes

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Registration Certificate Number (RGN0020/11)

SECTION A**SHORT ANSWER QUESTIONS****(40 Marks)**

You are required to attempt only five (5) questions from the seven questions in this section. Each question is worth 8 marks.

1. Deciding to move toward global branding is a difficult decision. This must often be considered concerning the globalization versus localization issue. What are the questions that might be useful in deciding to pursue globalization over localization? (8 Marks)

2. In marketing, timing is crucial. In new product development, it might be even more crucial, given the risk of the venture.

(i) Explain the waterfall and sprinkler approaches to introducing a new product to the market. Use examples to explain your answer. (4 Marks)

(ii) Explain why the waterfall method is preferred over the sprinkler method.

(4 Marks)

3. The requirements for effective market segmentation in a domestic marketing context also apply to international market segmentation. Discuss four (4) properties these segments should ideally possess. Provide an example of each. (8 Marks)

4. AB Company is a Fijian company that manufactures luxury coconut products. The company is considering selling their products to other countries. Use the Two-Stage International Segmentation for the above scenario to find two (2) countries that the company should consider exporting to. (Show all the steps of the criteria) (8 Marks)

5. (i) Discuss the five (5) stages in the evolution of international and global marketing. Use examples to explain each stage. (5 Marks)

c) From the chosen mode (s) above, discuss why you, as the Marketing Manager of Viti Nature Products, have chosen that particular mode of entry and how it will benefit the company. (3 Marks)

10. According to the textbook, within a given culture, consumption processes can be described via a sequence of four stages. List and describe each stage. Your description can use the form of indicating questions that might be asked at each stage. Use relevant examples to explain your answers. (10 Marks)

11. All students conducted the international Marketing Plan. Choose five (5) important contents from the marketing plan and discuss them based on your group project. Choose from the following; Competitive Review, Marketing Strategies, Competitor Analysis, Product Positioning, Environmental Analysis, Product Review, Price Setting Based on Costs and Demand Estimates. (10 Marks)

SECTION C CASE STUDY (20 marks)

Answer **ALL** questions in this section.

Wal-Mart pulls out of Germany

The world's largest retailer, Wal-Mart, has made a rare admission of failure by selling its hypermarket chain in Germany at a loss of \$1bn (£530m) after failing to convert the country's shoppers and regulators to its low-price, American-style trading.

Wal-Mart said today it was offloading its 85 German outlets to a local rival, Metro, in a move that calls time on its nine-year struggle to make an impact in the country.

Michael Duke, vice chairman of Wal-Mart Stores, said: "It has become increasingly clear that in Germany's business environment, it would be difficult for us to obtain the scale and results we desire.

"This sale positions us to increase our focus on the markets where we can achieve our objectives."

Wal-Mart's German arm employs 11,000 people and generated sales of 2bn (£1.36bn) last year. It represents just 4% of Wal-Mart's overall international operation and is far smaller than the company's 307-strong Asda chain in Britain.

But the setback, which comes two months after a similar withdrawal from South Korea, is a blow to Wal-Mart's broader ambition to spread its phenomenally successful retailing format around the globe.

Shortly after its arrival in Germany, Wal-Mart faced accusations that it was using short-term predatory pricing to put small shopkeepers out of business. Regulators ordered it to raise the price of basic foods such as milk, flour and butter.

It faced broader challenges in Germany's particularly competitive, low-margin high street environment, where more established operators ran similarly large discount warehouses for products such as clothes and household goods.

Jon Jacobs, an analyst at Cantor Viewpoint in New York, said: "Germany's been a thorn in their side for many years. Shoppers there are very price conscious and the competition essentially 'out-Wal-Marted' Wal-Mart."

Critics in Germany suggested that there were also cultural issues, with local shoppers reluctant to embrace Wal-Mart's emphasis on customer service with hearty greetings from staff and packers at every check-out.

Wal-Mart has been reluctant to diverge too much from the pile-high, sell-cheap retailing style developed by its late founder, Sam Walton, at its base in Bentonville, Arkansas. In America, staff begins the day with a loyal company song, although wages and working conditions have come under sustained attack from unions.

The buyer of Wal-Mart's German stores, Metro, is already the country's biggest retailer and is likely to re-badge the chain under its Real Hypermarkets brand. It said it would take an unspecified one-off accounting gain as Wal-Mart is selling the stores for less than their book value.

Source: Clarke, A. (2006) Wal-Mart pulls out of Germany, Friday 28th July
<https://www.theguardian.com/business/2006/jul/28/retail.money>

Case Study Questions:

(4 marks)

(4 marks)

(4 marks)

(4 marks)

(4 marks)

SECTION D

ESSAY

(20 Marks)

Answer any **one (1)** of the following questions.

(20 Marks)

(20 Marks)

THE END!