Summer Examinations 2015

BUS300315N

Module Title: Global Business Development
Level: Six
Time Allowed: One and a half hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Students should attempt both questions. Both questions are equally weighted. It is not necessary to use separate answer books for each question.
- You may take your case study (highlighted but not annotated) and two A4 sides of notes into the exam; all of these should be handed-in with your answer booklet(s) at the end of the exam.

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Answer both questions

You should use appropriate theory as a framework for both answers.

**Question 1**

Outline and explain the expansion and marketing strategies for internationalisation that Zara has used in entering various markets around the world. Provide examples of adaptation made and refer to the theoretical literature to justify why companies change their approach from place to place.

**Question 2**

Why is understanding the culture of markets a potential source of competitive advantage for Zara?

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End of Paper