Summer Examinations 2015

MKT203515N

Module Title: International Marketing Tactics
Level: Five
Time Allowed: Two hours

Instructions to students:
- Enter your student number not your name on all answer books.
- Answer the one compulsory question.
- Students are permitted to take two sheets of A4 paper (four sides of notes) into the examination room. Notes can be handwritten or typed (not less than 12pt). All notes should be attached to the answer book at the end of the examination.
- The case study distributed prior to the examination is not permitted in the examination room. A new copy will be provided.

No. of Pages | 2
---|---
No. of Questions | 1
Answer the compulsory question.

**Question**

In your role as International Marketing Manager for Xeros you have been asked by Bill Westwater, the Chief Executive, to **produce a tactical marketing plan** to facilitate entry into the German market and achieve sales of $1million in sales revenue within the first year.

(100 marks)