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 **all** questions.
- All questions are equally weighted.
- Students are permitted to take **one** sheet of A4 paper (**two** 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.

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Answer all questions.

Propose a tactical marketing plan for Hiver in a country market in which the brand is not currently sold. Specifically, address:

**Question 1**
What recommendations would you make for future product/service management for the selected market? Include recommendations on brand development.  
(25 marks)

**Question 2**
Advise Hannah Rhodes on the most suitable market entry method for the selected market. Justify your recommended approach.  
(25 marks)

**Question 3**
Outline a pricing strategy for the company in the selected market. On what critical factors would you advise Hannah to focus?  
(25 marks)

**Question 4**
Outline an integrated marketing communications plan for Hiver in the selected market.  
(25 marks)

Present your plan in the form of a business report addressed to Hannah Rhodes.

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End of Paper