



**ASSIGNMENT 2ND SEMESTER : INTERNATIONAL MARKETING II
(IM2)**

STUDY UNITS COVERED : MODULES 1 - 7

DUE DATE : 3.00 p.m. 17 AUGUST 2010

TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IEX office, or the relevant Student Support Centre, or can be downloaded from the IEX website. It is essential that you study the complete instructions prior to beginning your assignment. The following points highlight only a few important notes:

- 1) You are required to submit ONE assignment per subject.
- 2) The assignment will contribute 20% towards the final examination mark, and the other 80% will be made up from the examination, however, the examination papers will count out of 100%.
- 3) Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
- 4) Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
- 5) The IEX requires assignments to be presented in a typed format and on plain A4 paper. This assignment must be completed within a limit of 1500 words, excluding the bibliography.
- 6) A separate assignment cover, which is provided by the IEX, must be attached to the front of each assignment.
- 7) Retain a copy of each assignment before submitting, in case the original does not reach the IEX.
- 8) The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 17 August 2010. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 17 August 2010 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
- 9) If you fail to follow these instructions carefully, the IEX cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IEX website: www.iex.co.za on Friday, 8 October 2010.

SPECIFIC INSTRUCTIONS:

Your assignment should be presented as a business document with suitable headings and sub-headings. It should not exceed 1 500 words in length.

ASSIGNMENT [90]

An international marketing workshop has been held for export managers, marketing directors and chief executives of a number of South African companies. Two companies have been used as cases to illustrate the differences and similarities between services and industrial products in the context of international marketing.

These companies are:

- Basil Jones and Company, a large engineering company based in Durban, specialising in the repair and refit of sea-going vessels; the company wishes to build up its foreign business and to establish longer-term relationships with foreign shipping lines so that it does not depend on casual trade.
- Deep-level Drilling Supplies (Pty) Ltd, which – as the name implies – manufactures underground drilling equipment used in deep-level mines in South Africa and elsewhere. The company is known for providing important innovative solutions in difficult mining conditions.

With examples specific to each company, discuss the factors that would have emerged from the workshop concerning the **differences** and **similarities** in marketing their products/services internationally. The focus should be on the marketing mix.

You should undertake some individual research to substantiate your discussion.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100