



**ASSIGNMENT 1ST SEMESTER : ADVANCED GLOBAL
MARKETING 4 (AGM401)**

CHAPTERS COVERED : 1 - 16

DUE DATE : 24:00 on 20 MARCH 2012

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 IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing 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 contributed by 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 IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 3500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
 6. A separate assignment cover, which is provided by the IMM GSM, 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 IMM GSM.
1. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 24:00 on 20 March 2012 for upload to the IMM GSM website. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 24:00 on 20 March 2012 and up to 17:00 the following day, after which no assignments will be accepted.
 2. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing 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 IMM GSM website, www.immgsm.ac.za, on Friday, 4 May 2012.

Answer ALL the questions**CASE STUDY ASSIGNMENT – HONDA IN EUROPE**

Advanced Global Marketing is designed in such a way as to expose you to the realities and challenges of the discipline through case studies, scenarios and practical examples. This assignment assesses your knowledge of global marketing in a practical way. It requires you to read the case study titled '*Honda in Europe*' on pp. 663-668 of your prescribed textbook: Kotabe, M., and Helsen, K., 2010. *Global Marketing Management*. 5th ed. John Wiley & Sons.

Since the goal of this module is to extend your knowledge of marketing to the global context, it is important that you do understand the impact of different marketing environments on marketing strategy development and also be familiar with how a global marketer manages its operations abroad before you attempt this assignment. You should use the knowledge you have gained in Study Units 1 to 4 in your learner guide (Chapters 1-16) to suggest solutions to the questions posed below. The questions are based upon the case study.

Do not answer the questions presented in the textbook that accompany the case study; answer the questions stated below instead. Remember that the theory component of your answer contributes 20% to your mark while the application of the theory is worth 80%. Your assignment must be typed and should adhere to the general rules of the IMM Graduate School of Marketing pertaining to the style and format of assignments.

QUESTIONS TO ANSWER BASED UPON THE CASE STUDY – HONDA IN EUROPE
Answer ALL the questions**QUESTION 1 [15]**

Identify and explain the factors you think drive Honda to become ever more globalised with specific reference to their business's activities in Europe. Clearly motivate your choices.

This question is based upon Kotabe and Helsen (2010, Chapter 1).

QUESTION 2 [20]

Identify one issue in each of the different marketing environments in Europe you think poses a major challenge or opportunity for motor vehicle businesses such as Honda by referring to the case study as well as current and relevant news articles on the current state of affairs in the different marketing environments in Europe. Clearly motivate your choices.

This question is based upon Kotabe and Helsen (2010, Chapters 2 to 5).

QUESTION 3 [20]

This question relates to Honda's possible segmentation of the European market. Remember to clearly motivate your choices in each instance.

This question is based upon Kotabe and Helsen (2010, Chapters 6 to 9).

- 3.1 How should Honda ideally segment the European market given the very diverse nature of the population in terms of culture? **(5)**
- 3.2 Recommend a suitable segmentation approach, present possible segmentation scenarios and propose suitable bases for segmenting the European market. **(5)**
- 3.3 Also indicate segments you consider the most attractive for Honda to target. **(10)**

QUESTION 4 [35]

Based upon the information provided in the case study answer the following questions in relation to Honda's marketing strategies in Europe. **Clearly motivate your responses in each instance.**

This question is based upon Kotabe and Helsen (2010, Chapters 10-16).

- 4.1 How could Honda adapt its promotion efforts to suit the needs of different European markets? **(9)**
- 4.2 How would you advise Honda to price its products in the European market? **(8)**
- 4.3 How could Honda adapt its product strategy to suit the needs of different European markets? **(9)**
- 4.4 How could Honda increase its competitiveness in the European market from a global marketing strategy perspective? **(9)**

PRESENTATION [10]

ASSIGNMENT TOTAL: 100