

## EXAMINATION

Course code: SFB 11507	Course: International Marketing
Date: 09.12.13	Duration from 09 .00 to 13.00
Permitted sources: Mother tongue – English and English – mother tongue dictionaries	Lecturer: Anders Jarlsby
The examination: The examination paper consists of one page	
Date of announcement of the examination results: latest <u>10..01.14</u> _____ The examination results will be made available on the Studentweb no later than two workdays after the announcement of the examination results ( <a href="http://www.hiof.no/studentweb">www.hiof.no/studentweb</a> ).	

1. The internationally well-known brand Dairy One with operations in all European markets has until now only been selling yoghurt to the Norwegian market through an agent . Describe the pro and cons of some possible entry modes for launching Dairy One cheese and juices at the Norwegian market.

Dairy One will in this case only sell these Fast Moving Consumer Goods ( FMCG ) to end consumers through conventional retail shopping

2. Explain why companies want to internationalize and why export is one part of the vision for the internationalization? You may refer to products at a mature stage of the product life cycle
3. Describe the traditional value chain and the interactive service value chain (virtual network) and how these models influence the "three levels of a branded product"?
4. Describe internal, external and particularly political barriers as well as opportunistic behavior hindering the internationalization of a company?

Please, remember that your handwriting should be readable!

Good luck!