

EXAMINATION

Course code: SFB11514	Course: International Marketing
Date: 5.12.2014	Duration from 9.00 to 13.00
Permitted sources: Mother tongue - English -mother tongue dictionary	Lecturer: Ellinor Torsein
<p>The examination: The examination papers consist of 2 pages inclusive this page. Please check that the examination papers are complete before you start answering the questions.</p> <p><i>All questions must be answered. You may answer either in English or Norwegian.</i></p>	
Date of announcement of the examination results: 8.1.2015	
The examination results will be made available on the Studentweb no later than two workdays after the announcement of the examination results (www.hiof.no/studentweb).	

Answer following essay questions:

Four essay questions, maximum 10 points each – minimum 20 points required to pass. You may answer in English or Norwegian.

1. Products and services

- How would you distinguish between services and products?
- Discuss the main implications for the global marketing of services.

2. Culture

Hollensen discusses the concepts cultural and psychic distance in chapter 3, and in chapter 6 the socio-cultural aspects of the macro environment.

- Explain the concepts cultural and psychic distance and describe how they differ from one another.
- Next, discuss how you think these concepts might be influenced by the socio-cultural aspects of the macro environment.

3. Entry modes and distribution

When a company chooses to internationalize, one of the most critical decisions to be made is how to enter the market. Moore and Birtwistle (2004) describe how British fashion house Burberry repositioned their brand, partially by rethinking their entry modes and distribution channels.

- Describe the different aspects that determine what entry mode is more appropriate for a company, and discuss these in relation to the choices made by Burberry.

4. Initiation of internationalization

In chapter 2, Hollensen discusses that firms internationalize for reasons both internal and external to the firm.

- Choose and discuss a set of motives, triggers and barriers to internationalization that you find important. Motivate why you find them worth mentioning.