

EXAMINATION

Course code: SFB11514	Course: International Marketing
Date: 10. December 2015	Duration: From 9:00 a.m. to 1:00 p.m.
Permitted sources: Mother-tongue-English-mother-tongue dictionary	Lecturer: Ellinor Torsein
<p>The examination:</p> <p>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>This exam consists of four essay questions. Please read each question carefully – you may be asked to perform several tasks within a single question. Make sure that you elaborate your answers as much as you can. It is important that you demonstrate a thorough understanding of terms and concepts. This is best done through discussion and argumentation. A simple list of variables included in for instance a model will not lead to a good grade.</p> <p>Good luck!</p>	
<p>Date of announcement of the examination results: <u>12.01.2016</u></p> <p>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).</p>	

Exam - International Marketing – 2015-12-10

Question 1. Entry modes

- How can small and medium-sized firms compensate for their lack of resources and expertise in global marketing when trying to enter export markets?
- What entry modes are better suited for them and why?

Question 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 these concepts in relation to the socio-cultural aspects of the macro environment.

Question 3. Product decisions

As described in the article by Moore and Birtwistle (2004), British fashion house Burberry repositioned their brand, to a large extent by altering their strategy concerning their product lines and product ranges.

Describe the product choices made by Burberry and discuss them in relation to whichever product strategies described by Hollensen (2014) you find appropriate. Motivate your choice.

Question 4. International business negotiations

Hollensen (2014) describes Hofstede's cultural dimensions. These are to some extent also used in Salacuse's (1998) article about the top ten ways culture affect negotiation.

Discuss how two cultural differences in negotiation style of your own choice can be connected to cultural dimensions.