

# EXAMINATION

<b>Course code:</b> SFB11514	<b>Course:</b> International Marketing - re-sit exam
<b>Date:</b> 18.05.2016	<b>Duration:</b> 09:00-13:00
<b>Permitted sources:</b> Mother tongue-English-mother tongue dictionary.	<b>Lecturer:</b> Ellinor Torsein
<b>The examination:</b> <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.</p> <p>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>	
<b>Date of announcement of the examination results:</b> 09.06.2016 <p>The examination results are 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></p>	



### **Question 1. Standardization vs. adaptation**

- Discuss and explain the concepts of standardization and adaptation.
- Discuss whether you think companies should or should not standardize **advertising messages** worldwide. Motivate your answer.

### **Question 2. 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 3. Country of origin effects**

- Describe what country of origin effects are.
- Describe how country of origin effects can be used by consumers and companies.
- Discuss whether you think that this can be applicable to the Burberry brand, and why. Motivate your answer.

### **Question 4. International competitiveness**

In chapter 4, Hollensen (2014) present Porter's "diamond" that describe the role the home nation plays for the competitiveness of the firm engaging in international activities.

The diamond model appears in two different forms in the chapter. Describe and discuss the simpler version of the model.