

# EXAMINATION

<b>Course code:</b> SFB11514	<b>Course:</b> International Marketing
<b>Date:</b> December 2, 2016	<b>Duration:</b> 4 hrs
<b>Permitted sources:</b> Mother tongue-English-mother tongue dictionary	<b>Lecturer:</b> Ellinor Torsein
<b>The examination:</b>  The examination papers consist of 2 pages inclusive this page. Please check that the examination papers are complete before you start answering the questions.  The examination may be written in English or Norwegian.  All 4 questions must be answered.	
<b>Date of announcement of the examination results:</b> January 4, 2017  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>	



**All questions have the same weight. In case a question is divided into a and b sections, each section is worth 50 % of the total weight of the question. Please remember to read each question carefully and make sure you answer every section of every question. Good luck!**

### **1. International competitiveness**

In chapter 4, Hollensen discusses Porter's diamond, which indicates that the characteristics of the home nation has an effect on the firm's international success. Discuss how national competitiveness can explain the competitive advantage of a firm.

### **2. Entry modes**

- a. SMEs with limited resources tend to choose entry modes that imply less financial risk but also less control. Describe what forms of entry modes would be appropriate under these circumstances.
- b. Which marketing tasks should be handled by the exporting company and which ones by its intermediaries in foreign markets?

### **3. International branding and positioning**

Burberry experienced severe problems due to mistakes concerning sourcing of materials, as discussed by Moore and Birtwistle (2004). How did Burberry work with sourcing and their product portfolio when repositioning the brand?

### **4. Culture**

Chapter 7 discusses the socio-cultural environment, as one part of the PESTLE-model, and how culture influences international marketing.

- a. Describe how culture influences international marketing activities.
- b. Do you think marketing influence cultures? Explain and motivate your answer.