



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 0 7 5 G	1 0 0 0	2 0 1 8 - 1 1 - 0 9
Kursnamn	Företagsekonomi GR (C), Internationell marknadsföring	
Provnamn	Examination	
Ort	Östersund	
Termin	H18	
Ämne	Företagsekonomi	

Examination in “International Marketing, 7.5 credits” (FÖ075G)

(Dictionaries are allowed.)

(You may answer in English or in Swedish.)

1. (10 credits)

Companies with, as well as without, previous international experience are now and then faced with situations where they have to consider entering a foreign market where they have not been active before. Which market entry strategies can a firm use in a foreign market? Discuss advantages and drawbacks of different market entry strategies, and entry modes, with respect to the characteristics of the company and the market conditions in the foreign market.

2. (10 credits)

Discuss the most important and critical issues when dealing with cross-cultural business negotiations. Describe different phases in the negotiation process and explain which preparations and competences that are needed. Discuss also which implications of Hofstede’s different dimensions there are for cross-cultural sales negotiations.

3. (10 credits)

Compare SMEs (small and medium-sized enterprises) with LSEs (large-scale enterprises) according to their prerequisites for becoming successful exporters, and to their factual exporting behavior.

4. (10 credits)

Assume that you will get the commission to market Mid-Sweden University to foreign students, in order to get more exchange students to the university. You will be responsible for this task and you will be able to choose appropriate markets and promotion measures that you believe will be the best. Describe how you will do it, not only the practical procedure but you should also motivate and refer to relevant marketing concepts and theories from the literature.