



Försättsblad Prov Original

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

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

(Dictionaries are allowed.)

(You may answer in English or in Swedish.)

1. (10 credits)

When a company is about to export to a new country, there are many considerations to make regarding the product itself. Which are the most important features of international product policy?

2. (10 credits)

There can be several different motives for a company to start exporting. How can they be categorized? Discuss the different motives, in which situations each of them is suitable, and which implications different motives are expected to have for the outcome of the export.

3. (10 credits)

There are disparities between different countries regarding consumers' preferences and buying behavior. Use both pertinent theories and illustrative examples when you discuss such disparities depending on cultural differences, and such disparities depending on other kinds of factors.

4. (10 credits)

Compare the two strategies “get hold of new customers” and “keep old customers” on a foreign market. Analyse differences in marketing philosophy, mode of procedure, type of companies that applies the two strategies respectively, and differences in costs and revenues for companies and satisfaction of customers.