



## Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 1 2 1 G	1 0 0 0	2 0 1 8 - 1 2 - 1 0
Kursnamn	Företagsekonomi GR (C), Affärsrelationer	
Provnamn	Examination	
Ort	Sundsvall	
Termin		
Ämne		

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# Business Relations

## FÖ121G

### EXAM

Date: 10-12-2018

Time: 8.00–13.00

#### Instructions

- The exam consists of eight questions.
  - Each question is worth a maximum of 10 points.
  - You need 40 points in order to pass this exam.
  - Remember that you must write **clearly readable** or you may lose points.
  - **Write: "like this" or even "l i k e t h i s"!**
  - **Do not** write: *like this!*
  - Use a **clear structure**, i.e. separate the response to the A part from the B part of the question (and vice versa).
- You are not allowed to speak to your class mates during the exam, if you speak to anybody but the staff, you will be sent out from the exam.
- No computers, cell phones or any other electronic dives may be used.
- Cell phones must be turned off and may not be kept in any vicinity of where you are sitting writing the exam.
- Any form of cheating will be reported.

1. "Fragmentation" is a phenomenon discussed in connection with postmodernity.
  - a. Describe and explain the concept "Fragmentation" (6 p.)
  - b. Discuss the effect of Fragmentation on marketing and on society (4 p.)

Use a **clear structure**, i.e. separate the response to the A part from the B part of the question.

2. *Exchange* is today much *more* than the simple transfer of products and services or money, namely, it involves also social and psychological significance of experiences, feelings and meanings.
- a. Describe and explain the **three different types of exchange**. (6 p.)
  - b. Discuss **which** "type" of exchange is most common and important in today's society and **why**? (4 p.)

Use a **clear structure**, i.e. separate the response to the A part from the B part of the question.

### 3. Adaptations

- a. What does it mean to make adaptations? Give some examples.  
What are the potential benefits of making adaptations? (6p)
- b. What are the negative aspects of making adaptations? (4p)

Use a **clear structure** for your answer.

4. Buyer-supplier relationships

- a. Supplier relationships may represent many different kinds of value to the buyer. Describe these values. (5p)
- b. What are the benefits and disadvantages of low-involvement relationships? (5p)

Use a **clear structure** for your answer.

5. "Relationship marketing" was a **critique** of *McCarthy's four P*, and more specifically, a critique of all kinds of the "simplifying" lists.

- a. Describe and explain the **critique against** McCarthy's for P. (5 p).
- b. Describe and explain the **consequences** of those lists, according to (Harker & Egan 2006). (5 p.)

Use a **clear structure**, i.e. separate the response to the A part from the B part of the question.

6. Vargo & Lusch (2004) discuss the "Service-Dominant-logic".

- a. Describe the four key concepts characteristic for the "Service-Centred view". (5 p.)
- b. Describe and explain how the "Service dominant-logic" is grounded by Vargo & Lusch citing Mauss (2004) in the **ancient societies**. (5 p.)

Use a **clear structure** for your answer.



7. Uppsala model.

- a. What are the assumptions behind "the Uppsala model" and how are they motivated?(4p)
- b. What internationalization behavior does the model describe/predict and how is this behavior motivated? (6p)

8. What are Oviatt and McDougall criticized the Uppsala model.
  - a. What were their arguments? (6p)
  - b. Oviatt and McDougall suggested necessary and sufficient elements for sustainable international new ventures. Present and explain these elements. (4p)