Försättsblad Prov Original

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Kursnamn: Företagsekonomi GR (C), Affärsrelationer

Provnamn: Examination

Ort: Sundsvall

Ämne: 

6895642268
Business Relations
FÖ121G

EXAM
Date: 10-12-2018
Time: 8.00–13.00

Instructions

➢ The exam consists of eight questions.
  o Each question is worth a maximum of 10 points.
  o You need 40 points in order to pass this exam.
  o Remember that you must write clearly readable or you may lose points.
  o Write: “like this” or even “I like this”!
  o Do not write: like this!
  o 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 devices 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.

   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)