



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 0 2 0 A	3 0 0 0	2 0 1 9 - 0 1 - 1 8
Kursnamn	Företagsekonomi AV, Marknadsföring i nätverk	
Provnamn	Salstentamen	
Ort	Östersund	
Termin		
Ämne		

Mittuniversitetet
Mid Sweden University

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Marketing in networks

FÖ020A

EXAM

Date: 18-01-2019

Time: 4 hours

Instructions

- You need 25 points (out of 50) 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*"!
- 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. What are important aspects to consider in forming a social media strategy for B2B firms (firms selling to/buying from other firms)? And why are they important. (10p)

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2. Firms may interact more or less extensively. How can the use of services and digital tools affect firm interaction? Describe and explain 3 different scenarios of varying use of servitization and digitization. (10p)

3. Explain the meaning (definition) of a closed versus an open network and compare the information exchanged in a closed versus an open network. (5p)

4. Provan et al. (2007) argue that network researchers can choose from four different types of research designs. Describe and explain the four types and how they are related to each other. (10p)

5. In the research literature, attitudinal commitment is usually divided into different components, dimensions or types. Describe and explain these components, dimensions or types. (10p)

6. A firm's network relationships can be considered as important assets for the firm. However, from a resource based perspective, the assets must meet specific conditions to be regarded as valuable resources. What are these specific conditions and what makes them critical? (5p)