



## Försättsblad Prov Original

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

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# Marketing in networks

## FÖ020A

### EXAM

Date: 22-02-2019

#### 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 the obstacles and possibilities for strategizing in a network context? (10p)

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2. How may societal and business networks affect the development of International New Ventures? (10p)

3. How may the use of social media affect business relationships? (5p)

4. It is common for researchers to describe networks in terms of their structures. How can network structures be analyzed and how can the analysis be used? (10p)

5. Researchers argue that commitment has different and conflicting characteristics. Describe and explain the paradox of commitment (10p)

6. When analyzing network relationships, some researchers argue that it is important to distinguish between their structure and their relational content. Why is it important? (5p)