

BUSINESS TO BUSINESS MARKETING (23048)

12.05.2015

09:00 – 13:00

Instructor: Paul Viio, PhD

Maximum amount of points is 50, and 50% is needed to pass the exam.

Please answer question 1 (compulsory) and two out of the questions 2, 3, and 4.

Compulsory question

1. Discuss with the help of the course literature and explain with examples (from term papers and other insights) benefits and advantages that relational relationships may have compared with transactional ones. (10p)

Choose two of the following questions

2. Describe and discuss reasons that can result in the dark side of close business relationships. Use the terms, concepts and examples from the course literature and other insights. (20p)
3. Discuss with the help of the course literature and using examples (from term papers and other insights) how value in business relationships can be understood, created, and delivered. (20p)
4. Use the course literature to describe the actors-resources-activities (ARA) model and explain what it can be used for. (20p)

Good luck!

Department of Management and Organization

International Business (2253)

Date: 13.5.2015

Examiner: Violetta Khoreva

Time: 4 hours

Extra material allowed: None

Max points: 35

Points needed to pass: 17,5

Please answer all the questions below, based on the lectures and the course literature. Write short and concise answers, but ensure that you capture the central ideas.

1. What is meant by the following concepts? Please define briefly (max 2 sentences per concept). *Scoring: you can get max 2 points per concept.*

- a) Entry mode
- b) Stereotype
- c) Strategy
- d) Marketing
- e) Multinational enterprise

2. Answer the following questions briefly (max 1/3 page per question). *Scoring: you can get max 5 points per question.*

- a) What are the stages of the product life cycle (PLC)?
- b) What are the advantages and disadvantages of franchising?
- c) What are the components of 4P Marketing Mix?

3. What are the major differences between Product Divisional structure and Worldwide Area structure? Explain the differences between these types of organizational structure based on your own example (max 1 page). *Scoring: you can get max 5 points for this essay.*

4. Firms typically choose among four main strategies when competing internationally. Describe distinctive characteristics of these strategies. Explain the differences between them based on your own example (max 1,5 pages). *Scoring: you can get max 5 points for this case.*

