

School of Technology and Society

## WRITTEN EXAMINATION

Course: International Marketing

Sub-course

Course code: FÖ529G

Credits for written examination 10 ECTS

Date: **2024-03-08**

Examination time: Four hours

Examination responsible: AFM Jalal Ahamed

Teachers concerned: AFM Jalal Ahamed

Aid at the exam/appendices: Swedish to English, German to English, Korean to English, Spanish to English

Other

- Instructions
- ☒ Take a new sheet of paper for each teacher.
  - ☒ Take a new sheet of paper when starting a new question.
  - ☒ Write only on one side of the paper.
  - ☒ Write your name and personal ID No. on all pages you hand in.
  - ☒ Use page numbering.
  - ☒ Don't use a red pen.
  - ☒ Mark answered questions with a cross on the cover sheet.

Grade points

Letter Grade

Explanation

A	Excellent ( <i>Utmärkt</i> )
B	Very good ( <i>Mycket Bra</i> )
C	Good ( <i>Bra</i> )
D	Satisfactory ( <i>Tillfredsställande</i> )
E	Sufficient ( <i>Tillräckligt</i> )
F	Fail ( <i>Otillräckligt</i> )

**Examination results should be made public within 18 working days**

*Good luck!*

Total number of pages



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**Question #1**

Identify and elaborate on the various export entry strategies. Define each method and critically analyze its advantages and disadvantages.

(25 points)

**Question #2**

- A. Discuss the key factors involved in developing and managing relationships between franchisors and franchisees

(15 points)

- B. Identify and evaluate the primary factors that influence the decision between standardization and adaptation in international product strategy.

(10 points)

**Question #3**

- A. Briefly name the factors influencing international pricing decisions?

(5 points)

- B. Discuss why and how socio-cultural aspects can influence the attractiveness and potential of a foreign market for entry. Justify your response with illustrative examples.

(20 points)

**Question #4**

**Marketing of hair styling products in Germany.**

**Your answer to this question should not exceed two pages.**

Amanda, the newly hired marketing manager at PRO Cosmetics had been asked to develop a marketing plan for the company's launch of a new line of products in Germany. The product portfolio that Amanda was in charge of included high-end hair styling products for both men and women.

At a recent meeting the CEO of the company asked Amanda to present a plan that would illustrate the adaptations that PRO Cosmetics had to do to make these products fit the German market. However, Amanda had no time to work on this assignment since he had to prioritize a sales campaign in the U.K., which together with Italy was one of the largest markets for these products.

Because Amanda needed help, she contacted you and asked if you could put together a plan that illustrated the adaptation that PRO Cosmetics needed to undertake to make their products fit the German consumers' preferences. When you asked Amanda what type of plan she wanted you to develop it became clear that ECO Food's wanted to know how to adapt their marketing mix so that it fit the German market.



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Your task is now to present a plan that includes adaptation of pricing, product packaging, product characteristics, promotion activities and choice of distribution channels.

**(25 points)**