

School of Technology and Society

WRITTEN EXAMINATION

Course: International Marketing

Sub-course

Course code: FÖ529G

Credits for written examination 10 ECTS

Date: 2024-12-13

Examination time: 14:15 -18:30

Examination responsible: AFM Jalal Ahamed

Teachers concerned: AFM Jalal Ahamed

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

Question #1

Critically evaluate the impact of the product life cycle on global marketing strategies. In your answer, address the following:

- A. Explain the stages of the product life cycle and their relevance to global marketing.
- B. Analyze how factors such as time-to-market, standardization versus adaptation, and country-of-origin effects influence marketing decisions at different stages of the product life cycle.
- C. Critically assess the limitations of the product life cycle model and propose alternative strategies for managing products in dynamic global markets.

Use relevant examples, diagrams, and models from the provided material to support your arguments.

(25 points)

Question #2

- A. Define the concept of price escalation in international markets. Explain how factors such as tariffs, transportation costs, and distribution markups contribute to price escalation. Provide relevant examples.

(15 points)

- B. Evaluate the effectiveness of different pricing strategies (e.g., skimming, penetration, and market pricing) for entering a new international market. Discuss how these strategies can be adapted to overcome price escalation challenges and maintain competitiveness. Use examples of real or hypothetical businesses to support your analysis.

(15 points)

Question #3

Critically evaluate the selection and application of foreign market entry modes based on theoretical and practical perspectives. Answer the following:

- A. Define and differentiate the three primary types of market entry modes: export, intermediate, and hierarchical modes.

(7 points)

- B. Which are the five export modes of indirect exporting? Why do manufacturing firms prefer to use direct export modes?

(8 points)

- C. Explain the factors influencing a firm's choice of entry mode, categorized into internal factors, external factors, desired mode characteristics, and transaction-specific factors. How do these factors collectively influence strategic decisions?
(10 points)

Question #4

A medium-sized restaurant chain specializing in a niche food or beverage product is considering international expansion into two emerging markets. Using the PESTLE and SWOT frameworks, outline the key external factors and internal strengths and weaknesses the company should evaluate to determine the best market entry strategy. Discuss how these factors might influence the choice of entry mode, such as joint venture, franchise, or wholly owned subsidiary.

(25 points)