

School of Technology and Society

## WRITTEN EXAMINATION

Course: International Marketing

Sub-course

Course code: FÖ529G

Credits for written examination 10 ECTS

Date: 2024-01-12

Examination time: 08:15 – 12:30

Examination responsible: AFM Jalal Ahamed

Teachers concerned: AFM Jalal Ahamed

Aid at the exam/appendices: Lexicon /Swedish to English, French to English, German to English;  
Spanish to English or, South Korean to English dictionary.

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**

Name and define different entry modes in international markets? Mention at least two advantages of each of the various modes of entry.

(25 points)

**Question #2**

A. Describe the environmental influences that affect how companies decide between standardizing and adapting their products for international markets?

(15 points)

B. Define the concept of the international product life cycle and discuss its significance for marketers operating in global markets.

(10 points)

**Question #3**

A. Which are the factors influencing international pricing decisions? Take the example of a foreign brand that is marketed in your country. Which local factors have to be taken into consideration when defining pricing decisions?

(15 points)

B. What distinguishes greenfield investments from brownfield investments in the context of international market entry?

(10 points)

**Question #4 from Prof. Dr. Peter Hultén's lectures**

**Scandinavian Touch - International brand strategy. Your answer to this question should not exceed two pages.**

The Swedish company "Scandinavian Touch" that Lisa worked for had been successful in establishing a strong brand in the cosmetics market in Scandinavia. Lisa loved her job and her managers had recently promoted her to a position as manager for a project to launch their brand in the European Union. Consequently, Lisa and her team needed to know how consumers in Europe were likely to perceive the organic skin care products that "Scandinavian Touch" had developed. Although Lisa was an experienced marketer, she felt that she needed help to structure the project assigned to her. Consequently, she contacted you.

Your task is now to: (A) discuss how consumers in three European countries might perceive the brand "Scandinavian Touch", (B) identify suitable advertising channels and outlets (shops/supermarket chains, etc.) in these three countries with arguments leading to recommendations for the brand "Scandinavian Touch".

Please note that you need to use your imagination when answering this question and that several alternatives are possible - **and that you are free to choose countries.** A good answer has a clear structure with logical arguments leading to feasible

recommendations. Also, a good answer may include references to the following two papers:

1. Anchor, J. R., & Kourilová, T. (2009). Consumer perceptions of own brands: international differences. *Journal of consumer Marketing*, 26(6), 437-449.
2. Santini, F. d. O., Ladeira, W. J., Sampaio, C. H., & Boeira, J. P. (2020). The effects of sales promotions on mobile banking a cross-cultural study. *Journal of Promotion Management*, 26(3), 350-371.

(25 points)