

090290000 INTERNATIONAL DISTRIBUTION STRATEGIES
LITERATURE EXAM

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Please answer following four questions in English. Dictionary may be used. Also Finnish language can be used for expressing an idea or clarifying some words if needed. No textbooks are allowed.

1. What kind of international distribution strategies are typical for the following product types:
 - a. Consumer durables
 - b. High- technology products
 - c. Raw materials (Vinoo Iyer 1992)
2. Explain the main tools that can be used to motivate a distributor. (Vinoo Iyer 1992)
3. Explain the five underlying trends behind electronic shopping. (De Kare-Silver 2000)
4. What are the strategic options for retailers regarding electronic shopping? Explain the possibilities and illustrate the choices by using examples from grocery business. (De Kare-Silver 2000)