

INTERNATIONAL DISTRIBUTION STRATEGIES EXAM

15.3.2006

Please answer following four questions in English. Also Finnish language can be used for expressing an idea or clarifying some words if needed.

Normal bilingual dictionaries may be used. Specific business English dictionaries are not allowed. No textbooks are allowed.

Please answer to questions 1 and 2 on the same paper and to questions 3 and 4 on another. This will speed up the marking as then the answers to first two questions can go directly to Olli and answers to questions 3 and 4 to Mika.

Olli Kuivalainen

1. What type of issues form the "international distribution strategy"? Please list and explain briefly the typical contents or key issues of the international distribution strategy. You might use a firm example to give more depth to your answer.

2. A firm may use transaction cost analysis (TCA) to choose an export channel. What are the possible primary variables to explain channel selection from a TCA point of view? Please name and explain these possible variables. It may be useful to utilise the information given in Rod McNaughton's article *The use of multiple export channels by small knowledge-intensive firms* (IMR 2002) in your answer.

Mika Gabrielsson

3. How does economical market environment influence the international distribution channels?

4. Describe the development of channel structure of the traditionally internationalizing firm