

Lappeenranta University of Technology  
School of Business  
Olli Kuivalainen & Mika Gabrielsson

## **Ka6720600 INTERNATIONAL DISTRIBUTION STRATEGIES**

### **EXAM 19.2.2007**

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.

1. Discuss the issue of the harmonisation of the marketing mix by using a case example of your own and by focusing on international distribution strategy and promotion strategy.
  
  2. What type of person should a partner manager, i.e. a "link person" who deals with agents and distributors, be? Please discuss the ideal characteristics and provide examples. You are advised to use Vinoo Iyer's chapter which was included in the article package as one source in your answer.
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3. How does political market environment influence the international distribution channels?
  
  4. Describe the development that takes place for globalizing internationals and explain why?