The first 2 questions are compulsory:

1. **Which are the differences between the marketing plan of an export company, a multinational company and a global company? (3)**
2. **Describe the standardization / adaptation dilemma in product decisions. Which are the main factors that have to be considered in these decisions? (4)**

3) List at least 5 actors that perform marketing functions (2 points)

a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

d) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

e) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) A company selling coffee to the horeca market and to the retail market (2 points)

a) develops two different marketing plans because the product / market combination is different

b) develops only one marketing plan because the product is the same

c) develops only one marketing plan because the horeca and the retail market are very similar

5) Consider the marketing budget. Fill the scheme below with the correct information: (4 points)

Gross sales value: p x q

- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

= Net product sales

- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

= Gross Profit

- Marketing appropriations:

- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Briefly describe the process followed in the definition of the marketing budget and the main critical issues faced by managers:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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6) What is the second screening in the market selection process? (3 points)

7) The Country of Origin effect is: (2 points)

a) the extension of the perception of a specific country to its consumers

b) the brand of a nation, whose winning characteristics can be communicated with the aim to build a strong national image and reputation

c) the extension of the perception of a specific country to its products or brands

d) the extension of the perception of a specific brand to its country of origin

8) Which are the factors, among those ones listed below, that have to be taken into consideration in international distribution decisions: (multiple answers): (2 points)

a) the organization of the export department

b) local regulations

c) number of suppliers

d) differences in the distribution systems in different countries

e) brand awareness

f) customer loyalty

9) What is price escalation? (3 points)

10) Parallel imports…: (2 points)

1. Happens when products, purchased in low price markets, are diverted to other markets without the authorization of the manufacturer or the brand owner.
2. Happens when selling products in a foreign country (importing country) below the price of that product in the domestic market (exporting country), with the objective of obtaining relevant market shares in the foreign country.
3. Happens when products, purchased in high price markets, are diverted at lower prices to other markets without the authorization of the manufacturer or the brand owner.
4. Happens when selling products in the domestic market (importing country) below the price of that product in the foreign market (exporting country), with the objective of obtaining relevant market shares in the domestic country.

11) Can you describe the**pay per performance approach**, used to improve the performance of foreign clients/distributors? (3 points)