

Contemporary Issues in International Marketing

Course Code: A330A0010

Final Written Exam

Exam Date: 2026-09-08

Exam Time: 16:30 PM

Place: Lappeenranta

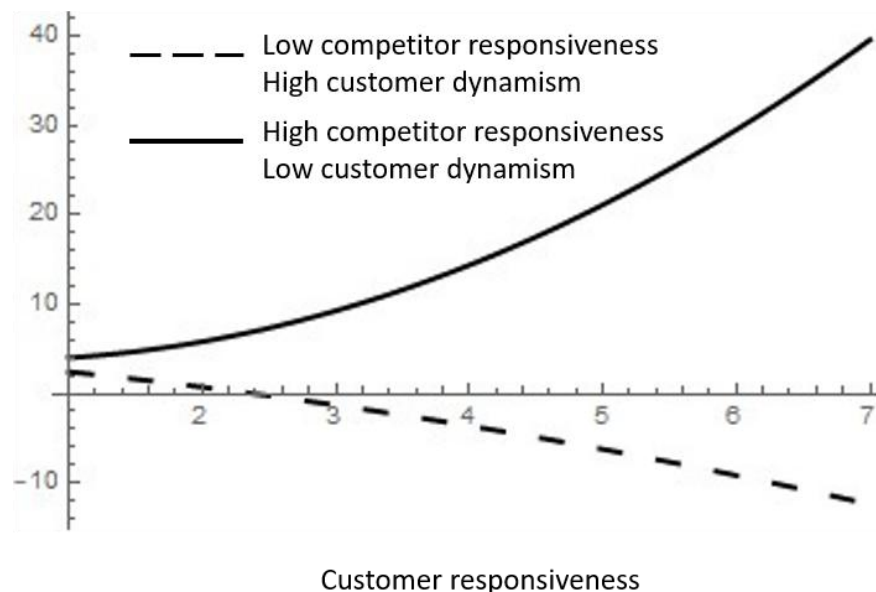
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Answer Any Two Questions:

Question 1.

(a) In their *International Marketing Review* article, Miocevic et al. (2023) examined the relationship between Customer Responsiveness (the extent to which exporters respond to export customer needs and wants) and Export Sales Growth. They found that the relationship was non-linear, and looking at subgroups in the data, found that the non-linear relationship varied across those groups. Specifically, the relationship was positive when the firm was simultaneously responsive to the actions of competitors, and when customers' needs and wants did not change much over time (the solid line in the diagram below). However, the relationship was negative when the firm was simultaneously less responsive to the actions of competitors, and when customers' needs and wants changed a lot over time (the dashed line in the diagram below).

Export Sales
Growth (%)



Explain the potential causal logics that may produce relationships of this kind, making sure you explain the variables that are varying, the causal mechanisms, and reasons underpinning your causal thinking.
(10 marks)

Question 2.

(a) Discuss and explain in what ways the following conceptual variable may be conceived *differently* across nations, *and* conceived *universally* across nations:

‘Well Being’

When answering the question, pay attention to how consumers’ circumstances (their culture, self-image, interactions with other people, social values, etc) shape resulting purchase activity, and reflect on how marketers can make use of this knowledge. Use examples where possible. **[3 marks]**

(b) You work in the data analytics department of a global sports clothing and equipment brand, and you are redesigning the firm’s global customer brand evaluation surveys, used to track the firm’s standing over time and relative to competitors. You know that the data will be used as input into rewarding country managers and their teams: comparisons across countries will be made on the bases of the measures you develop.

For historical reasons, you know you must keep the Net Promoter Score (NPS) in the survey, since your company has been tracking this data for several years. Specifically, respondents will be asked to answer the following Likelihood to Recommend (LTR) question:

“How likely is it that you would recommend [brand X] to a friend or colleague?”

The LTR answers will be on a scale from 0 to 10, where 0 = extremely unlikely and 10 = extremely likely.

The Net Promoter Score (NPS) for the brand in each country will be calculated by using the LTR scores as follows:

- calculating the percentage who are promoters (score 9 or 10), passives (score 7 or 8), and detractors (score 6 or less), and
- calculating $NPS = \text{“percentage score for promoters”} - \text{“percentage score for detractors”}$.

Clearly, the NPS score for each country can theoretically vary from -100 to +100. In practise, the managers in the countries with the 5 highest NPS scores will be rewarded for NPS excellence.

Under what circumstances would it be fair or unfair to use LTR and NPS data to reward country managers and their teams. Explain using text, figures, and/or equations. Clearly indicate the causal assumptions you are making. **[5 marks]**

(c) The calculation and reporting of NPS scores is an industry standard, and you know you always need to include the LTR question in your surveys. However, you have a hunch that your company could benefit by adding to the survey some additional questions (say three more) that might reflect respondents’ likelihood of recommending the brand: each of these additional questions would have semantically different wording, but would be conceptually redundant. Why might this help, and in what ways? **[2 marks]**

Question 3

(a) Firms can choose to adapt the products they sell in all their different international markets, or standardize all their product offerings, or pursue a hybrid strategy, adapting in some markets and standardizing in others. And some firms operate in many international markets while other operate in only a few markets.

What are the potential upsides and downsides, in terms of delivering value to customers, the sources of risk in terms of the latter, and the potential costs of pursuing each of these different adaptation strategies? Explain your logics. **[5 marks]**.

(b) Can you position brands using a Global Consumer Culture positioning strategy, while simultaneously utilizing an adaptation strategy across country markets? Explain your answer, using examples, and discuss the potential drawbacks and benefits of this approach. **[5 marks]**

Good Luck!