



# TENTAMEN / EXAMINATION



8164617

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Skriv anonymiseringskoden på samtliga svarsblad / Write your anonymity code on each sheet		Anonymiseringskod / Anonymity code	
		F E A D 1 3	0 0 4 9 - G C E
Provbenämning / Exam name			Oanmäld
Business Marketing			
Kurskod / Course code	Provkod / Exam code	Tentamensdatum / Examination date	
F E A D 1 3	1 0 0 5	2 0 1 9 - 1 0 - 2 9	
Jag har tagit del av regler som gäller i tentamenssalen / I have read the current exam hall rules		Antal inlämnade blad / Number of sheets	
<input checked="" type="checkbox"/> Ja / Yes		2 0	

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Kontroll av legitimation / Identification checked	<input checked="" type="checkbox"/> Ja / Yes	Härmed intygas att ovanstående kontroller utförts / This is to certify that the above mentioned checks have been carried out
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Inlämningstid / Time of submission	1 1 : 2 0	Tydlig sign. / Signature Ah

Fylls i av **lärare** / To be completed by the **examiner**

Bedömning av uppgifter / Questions attempted										
1	2	3	4	5	6	7	8	9	10	~
11	12	13	14	15	16	17	18	19	20	~
21	22	23	24	25	26	27	28	29	30	~
Totalt antal poäng / Total points				Examin. lärare / Kursansvarig signatur / Signature of the examiner						
42,5										
Betyg / Grade				Namnförtydligande / Clarification of the signature						
G										

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Försättsbladet ska alltid lämnas in även om ingen uppgift behandlats /  
Examination should always be submitted even if no questions are answered

Anonymous code.....FEAD13-0049-GCE

**Reply form questions nr 1 - 2**

**Patrik Gottfridsson**

**Business Marketing FEAD13**



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Löpande sidnr  
Consecutive no:

2

Uppgift nr /  
Question no:

1

Poäng / Points  
awarded:

7

Lärarens  
anteckning  
Examiner's remarks:

1. A business relation is the relationship that exists between for instance a seller and its customer.

There exist two different approaches when discussing relationships:

- The relationship perspective where relationships are in the main focus and sellers put the same amount of focus on all those relationships they have within their firm.

and

- The network perspective where the seller chose which relations that is more important to focus on and put more efforts in those relationships

It is important to manage relations to be able to get higher revenue and being more cost effective.

It is important to manage those relationships that exist within a firm because changing or losing relationships could be very expensive for a company. For instance if a company are going to change their suppliers there are switching costs that they have to take into consideration before they chose to engage in another relationship.





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Löpande sidnr  
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3

Uppgift nr /  
Question no:

1

Poäng / Points  
awarded:

Lärens  
anteckning  
Examiner's remarks:

1. and switching relations is not only costly you could also loose people with knowledge that efficient the producing process. You might loose processes and procedures that make the company more effective and profitable.

It is also important in a network perspective to understand that relationships are not owned, and have to be delt with in a protecting matter.

Håkansson talks about the ARA-model that discuss actors on the market with resources that is needed for activities actors do within and outside their firm.

Concidering the ARA-model it is important to manage relationships in the aspect that different actors have different resources that could be of importance for other actors in various ways and to be able to conduct those activities a firm desires it is important to maintain those relationships that enables this and develop new relationships that could evolve the firm to new hights.



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Löpande sidnr  
Consecutive no:

4

Uppgift nr /  
Question no:

1.

Poäng / Points  
awarded:

Lärens  
anteckning  
Examiner's remarks:

I. It is also possible to take the SNM-model\* into consideration as well.\* (strategic network management) to evaluate and to understand which of the relationships that are important to them and which they should focus on.

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