

Chapter 17– Revision Questions

1. Why are marketing and supply chain activities intrinsically related in many MNEs?
2. How can companies aim to understand their (potential) consumers in other countries and cultures?
3. What is the marketing mix, and how can MNEs use it?
4. Under which circumstances are respectively global and local brands more suitable to reach a group of consumers?
5. How can companies combine global brand appeal and local touch?
6. How do companies price their products abroad?
7. How do companies adapt their promotion strategies to varying circumstances abroad?
8. What is supply chain management?
9. Why is agility important for supply chain management, and how can it be achieved?
10. Why is adaptability important for supply chain management, and how can it be achieved?
11. Why is alignment with key partners important for supply chain management, and how can it be achieved?
12. When is third-party-logistics (3PL) best to enhance competitiveness?
13. How do national and international institutions shape marketing and supply chain management practices?
14. How do marketing and supply chain management enhance a company's resource and capability profile?
15. What are the merits of market orientation and relationship orientation respectively?
16. How can companies realize the positive potential of their country of origin image?