

Business in Networks, 1st attempt, 2011-2012

- exam consist of 3 essay question (30p + 15p + 15p)
- first question includes case
- to pass exam you should get at least 30p

Questions:

1. Webster (1992): Marketing Relationship Range (15p) + Nokia's Case (15p)
2. Campbell (1985): Buyer & supplier relationship 3x3 matrix (draw, describe, give example for each case)
3. Møller, Svanh: Describe first system in value system continuum (Stable, well-defined value system)