

Write your name, student number, and department to **all papers**. Answer the questions according to the instructions and **write clearly**.

You can answer in English, Finnish or Swedish.

Provide a **concise and precise** definition/explanation to **all** six concepts/terms given below. The purpose of this section of the examination is to assess your knowledge of basic concepts of project marketing and customer management. The maximum length of an answer is ½ page. Base your answers on the **course book, articles and lectures**.

1. Invitation restricted to better price (Cova, Ghauri, & Salle) (2p)
2. Entry mode (same as *Mode of entry*) (Cova, Ghauri, & Salle) (2p)
3. Functional position (Cova, Ghauri, & Salle) (2p)
4. Constructivistic logic (in project marketing) (Cova & Hoskins) (2p)
5. Project De/Reconstruction (Cova, Ghauri, & Salle) (2p)
6. Customer Relationship Management (CRM) (Ahola) (2p)

EXAM CONTINUES ON THE OTHER SIDE OF THIS PAPER

Answer **two** of the following three questions in **essay** form. The purpose of the following questions is to assess the maturity of your thinking and knowledge about project marketing and customer management. The length of your answer is not an evaluation criterion; please include only relevant information.

7. Discuss the characteristics and features of Project Business and how they affect project marketing. (Cova, Ghauri, & Salle) (6p)
8. Discuss the aims, process and tools of screening projects (Cova, Ghauri, & Salle AND Kujala) (6p)
9. Discuss the twin-track approach to project marketing and how can a project supplier apply the approach in marketing its projects to potential buyers? (Cova & Hoskins AND Koskinen) (6p)