

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY
ECONOMICS AND MANAGEMENT FACULTY**

Public Management and Administration Department

STRATEGY OF INTERNATIONAL AGRARIAN MARKETING

**Methodical recommendations
for individual work
for english-speaking students**



SUMY-2021

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of master's degree
of speciality 073 "Management"
Education Program "Administrative management"
for daily form of studying**

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Methodical recommendations are aimed to give students methodical assistance during the studying of "Strategy of international agrarian marketing" discipline. There are topics and requirements for essay preparing, tasks, methodical recommendations for tasks solution, questions for exam and tests for self-control of knowledge presented.

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INTRODUCTION

Methodical recommendations for individual work of “Strategy of international agrarian marketing” discipline for english-speaking students of master’s degree of speciality 073 “Management”, education program “Administrative management” for daily form of studying are designed relatively to the curriculum of “Strategy of international agrarian marketing” course.

The main goal of discipline’s studying is the formation of students’ theoretical and practical knowledge in conducting marketing activities in agriculture needed to achieve commercial objectives of the business.

Objectives: holistic formation of students’ imagination about the specifics of marketing in agriculture; mastering categorical apparatus used in carrying out marketing activities; forming a system of knowledge about the theoretical foundations marketing environment analysis and evaluation of its attractiveness for activities in the agricultural sector; assimilation methods for processing and marketing information in business; identification of key components and features of building marketing policy on agricultural markets; forms of cooperation between business partners in trading networks; features of communication policy on agricultural markets; especially the formation of a marketing policy on agricultural commodity markets; studying the peculiarities of different marketing strategies; understanding of marketing communication policy on agricultural markets; acquiring skills in shaping marketing policies of the company; provide a framework for the usage of theoretical knowledge in practice.

As a result of academic discipline’s study of a student should:

know: features of Agrarian marketing, specificity and level of usage, the concept of agrarian marketing environment in particular economic, social, cultural, political and legal environment, especially the segmentation of agricultural markets, its stages and factors of influence, understand the process of marketing research in agricultural markets, basic forms and strategies entering the markets, all the components of the marketing mix, especially commercial policy, the formation of a trade brand; features development of pricing strategy and the classification of prices that are found in marketing; various methods of communication and distribution channels of agricultural products.

be able: to conduct marketing research of the agricultural market using various instruments; to conduct market segmentation, to analyze the environment of marketing, expect the price of goods, to choose the best channel of product’s distribution, to develop brand product and to promote this product in the market using various methods of marketing communication plan and to monitor the agricultural marketing, to develop job descriptions and provisions for the establishment of marketing in agribusiness..

Practical classes are the main element of “Strategy of international agrarian marketing” course curriculum. Rational organization of practical studies is the important factor of effective mastering of theoretical bases of discipline that makes possible to use got knowledge and skills in practical tasks and problems solving.

Studying the discipline during the practical employments allows forming the practical skills of decisions making, to provide the forming of modern economic thinking, to form the skills of practical incomes, costs and profit analysis; consumer behavior understanding; making marketing research and searching for different types of marketing information; segmentation and positioning; analysis opportunities and ways of international market entering; creating marketing plans and developing marketing strategies in agriculture.

Content module 1. THEORETICAL FOUNDATIONS OF INTERNATIONAL MARKETING AND DIAGNOSTICS OF ITS ENVIRONMENT

- Topic 1. Nature of international marketing
- Topic 2. Agrarian marketing
- Topic 3. The economic environment
- Topic 4. Trade theories and economic development
- Topic 5. Trade distortions and marketing barriers
- Topic 6. Competitive analysis and strategy
- Topic 7. Consumer behavior in the international context
- Topic 8. Marketing research and information system
- Topic 9. Foreign market entry strategies

Content module 2. FORMATION AND IMPLEMENTATION OF INTERNATIONAL AGRARIAN MARKETING STRATEGIES

- Topic 10. Product strategies: Basic decisions and product planning
- Topic 11. Product strategies: Branding and packaging decisions
- Topic 12. Channels of distribution
- Topic 13. Physical distribution and documentation
- Topic 14. Promotion strategies: Personal selling, publicity, and sales promotion
- Topic 15. Promotion strategies: Advertising
- Topic 16. Pricing strategies: Basic decisions
- Topic 17. Pricing strategies: Countertrade and terms of sale/payment
- Topic 18. Sources of financing and international money markets
- Topic 19. Currencies and foreign exchange

1. INDIVIDUAL WORK

The aim of individual work is to research the essay, that are not included into the basic themes of discipline's studying and to control student's ability to work independently using additional literature. Complex tasks for individual work include essay and project preparing.

Choose the topic for essay free.

1.1. REQUIREMENTS FOR PREPARING AND ASSESSMENT OF THE ESSAY

In accordance with the curriculum, each student undergraduate must write an essay on one of the topics proposed by the teacher or suggest his own current topic. An essay on the course of strategy of international agrarian marketing is one of the most important components of the process of teaching a subject.

The purpose of writing an essay is to deepen theoretical knowledge in individual sections of the course, to acquire skills in writing an economic text, to conduct an independent scientific study of an economic problem. The essay should show the degree of mastery of the course material, the ability to operate with economic concepts and categories, connect various concepts within one work, build logical diagrams, work with economic information, select the necessary statistical data, build tables and graphs.

The topics of the essay are chosen by students in any form, without repeating within the group. Getting to the abstract on the selected topic, you must carefully study the literature recommended on this topic.

When writing an essay should not use ready-made abstracts from the Internet. It should be used only as a source of necessary information. After choosing a topic, selecting and studying literature, including educational, the student compiles the content of the work from 2-3 points.

The contents of the Introduction section formulate the purpose and objectives of the study, substantiate its relevance, significance for science and practice.

The main part, divided into paragraphs, provides the necessary information: ideas, concepts, theoretical views of domestic and foreign economists, specialists in this field, supported by formulas, diagrams, tables, graphs and statistics. In the course of the presentation of the essay material, the author can indicate his position, his attitude to the theory presented, express his views and conclusions.

Conclusions in the form of research results should be highlighted in a separate conclusion. The essay should present an independent and coherent presentation of the key issues of the selected topic, set out in a style that is understandable, and not borrowed from the literature.

1.2. ESSAY WRITING

The volume of individual work is 15-20 pages. Font - 14, after 1.5 intervals. Page parameters: left - 30 mm, right - 15, bottom and top - 20 mm. The first page contains information about the student, indicates the name of the educational institution, faculty, specialty, topic of abstract, name of the department and subject. The second page contains the contents of the work. The essay must be numbered and signed. The paragraphs in the text should be highlighted. Quotations cited in the work must be enclosed in quotation marks and indicate the source in square brackets. It is not necessary to overload the essay with citations. At the end of the work, you need to list the literature

used (10-15 sources over the past 5 years), which is compiled in alphabetical order by the name of the author, if it is a monograph, for articles from the periodical press - the name of the author, article title, journal name, year, pages. The essay must be submitted for reviewing within the deadlines set by the department. If difficulties arise when writing a work, you should seek the advice of a teacher. A student who has not received a positive grade in the essay is not allowed to take credit.

When assigned research paper topics, you should begin by planning your research paper. Planning helps you choose the topic to adopt for the research paper, report, business proposal, or term paper. Here is how to plan:

Determine the credible and scholarly materials to use. Fundamentally, if they are websites, try to avoid Wikipedia. Therefore, only use websites that end with .org, .edu, .gov, among others. If you must use .com websites, ensure they are credible of the companies mentioned in the paper.

Seek help from the supervisor after writing a working bibliography. Sometimes, you will write an annotated bibliography to culminate your business research paper. Take that chance to perfect your writing.

Collect the data for your research paper, given the topic.

Revise your working bibliography to ascertain the quality of the list.

The age of your sources should be within 5 or 10 years. Typically, this depends on the lecturer or professor. Thus, consult on the age of the sources to include.

Write an outline and structure of your international business research paper.

Begin writing a plagiarism-free research paper.

Edit and proofread the paper before submitting.

Students who are interested in scientific work and want to participate in it can prepare abstracts at a drowning essay and in the future take part in the scientific student conference of Sumy NAU.

1.3. TOPICS FOR ESSAYS

1. The main directions of marketing in the field of agriculture. Features of the markets in the agribusiness complex.
2. Demand in agricultural markets
3. The marketing mix at agricultural enterprises
4. The role of agromarketing in ensuring food security.
5. The basic concepts of agricultural marketing and their application.
6. The evolution of the theory of agricultural marketing.
7. The essence of marketing management in the enterprise.
8. Features of marketing in the agricultural sector.
9. A comprehensive study of the agricultural market.
10. The concept of goods and product market in agro-marketing.
11. Types and methods of product development.
12. Market segmentation in agro-marketing
13. Positioning and promotion of goods on the market.
14. The system of marketing information in an agricultural enterprise and its effectiveness.
15. The formation of demand and sales promotion in agro-marketing.
16. Varieties of the commodity market in agricultural marketing.

17. The process of collecting marketing information on the target segment of the agricultural market
18. The main marketing strategies in agro-marketing.
19. The life cycle of agricultural products.
20. The process of planning marketing programs in the target segment of the agricultural market.
21. Regulation of demand for products in agricultural marketing.
22. Methods of demand formation; methodology for studying demand.
23. The main scenarios of consumer behavior.
24. Factors affecting demand and types of demand.
25. Analysis of the interdependence of supply and demand.
26. Features of the demand for agricultural products
27. Principles and features of the organization of marketing services at enterprises of agricultural industries.
28. Characteristics, types and characteristics of consumer organizations.
29. The structure and organization of procurement in agro-marketing.
30. The application of Institutional-based view of business strategy by MNCs
31. Impacts of Coronavirus epidemic on international marketing
32. Resource-based interview and international business
33. Impacts of globalization of international business operations of MNCs
34. Impacts of culture on MNCs
35. Impacts of the changing global legal landscape on MNCs
36. Modes of entry by MNCs in the emerging markets
37. Impacts of social media marketing on certain international company
38. Effective business communication channels when internationalizing
39. Intercultural differences in consumption patterns: The implication it has for MNCs
40. The importance of the IMF and the World Bank in the international marketing
41. Role of international relations in facilitation international business
42. Internationalization strategy of certain company
43. Market value and Sustainability
44. Role of technology in an internationalization strategy
45. Role of governments in international trade

1.4. TASKS FOR INDIVIDUAL PROJECT.

Individual project includes two parts:

- 1) Analysis of economic activities of the selected company;
- 2) Analysis of the marketing activity of the selected company.

Part 1. Analysis of economic activities of the selected company

Table 1. Dynamics and structure of net income from the sale of products (goods, works, services) of the company

Product	Years						In average for last 3 years	
	2017		2018		2019			
	Sum, m.un.	Share,%	Sum, m.un.	Share,%	Sum, m.un.	Share,%	Sum, m.un.	Share, %
....								
....								
....								
....								
Total		100,0		100,0		100,0		100,0

Table 2. Dynamics of the main financial and economic indicators and profitability of the company

Indicators	Years			Deviation 2019 / 2017
	2017	2018	2019	
Total agricultural land, ha				
The amount of workers, persons				
Labor Fund, mon.units				
Commodity products (Volume of sales), mon.units				
Cost - price of sold products, mon.units				
Gross profit, mon.units				
Total cost-price, mon.units				
Balance currency, mon.units				
Equity, mon.units				
Working capital, mon.units				
Net profit, mon.units				
Profitability of activity, %				
Profitability of sales, %				
Total profitability, %				
Return on assets, %				
Return on equity, %				

Part 2. The analysis of marketing activity of the selected company

This part includes analysis:

- product strategy,
- pricing strategy,
- channels of distribution,
- promotion strategy,
- service strategy.

Student should develop:

- segmentation tree for the selected company,
- analysis of the main countries for export / import,
- SWOT analysis,
- PESTLE or DESTEP analysis,
- ABC-analysis,
- BCG matrix.

The final point of the project is developing International strategy for the selected company.

Student select company from the Table 3 according to the number in the group list.

Table 3. Initial data

#	Company	Web-site
1	John Deere & Co	http://www.annualreports.com/Company/deere-co
2	Graincorp Ltd	http://www.annualreports.com/Company/Graincorp-Ltd
3	Sanderson farms	http://www.annualreports.com/Company/sanderson-farms
4	Select Harvests Limited	http://www.annualreports.com/Company/Select-Harvests-Limited
5	Starbucks Corp.	http://www.annualreports.com/Company/starbucks-corp
6	Syngenta AG	http://www.annualreports.com/Company/syngenta-ag
7	Sysco Corp.	http://www.annualreports.com/Company/sysco-corp
8	Boeing Company	http://www.annualreports.com/Company/boeing-company
9	Apple Inc.	http://www.annualreports.com/Company/apple-inc
10	Hormel Foods Corp.	http://www.annualreports.com/Company/hormel-foods-corp
11	AGCO Corporation	http://www.annualreports.com/Company/agco-corporation
12	Fresh Del Monte Produce Inc.	http://www.annualreports.com/Company/fresh-del-monte-produce-inc
13	Calavo Growers Inc.	http://www.annualreports.com/Company/calavo-growers-inc
14	Archer Daniels Midland Company	http://www.annualreports.com/Company/archer-daniels-midland-company
15	Amazon.com Inc.	http://www.annualreports.com/Company/amazoncom-

		inc
16	Andersons Inc	http://www.annualreports.com/Company/andersons-inc
17	Mondelez International	http://www.annualreports.com/Company/mondelez-international
18	Freshpet Inc	http://www.annualreports.com/Company/freshpet-inc
19	Berry Global Group Inc	http://www.annualreports.com/Company/berry-global-group-inc
20	BMW AG	http://www.annualreports.com/Company/bmw-ag
21	China Green Agriculture	http://www.annualreports.com/Company/china-green-agriculture
22	Nufarm Limited	http://www.annualreports.com/Company/Nufarm-Limited
23	DuPont	http://www.annualreports.com/Company/dupont
24	Green Plains Inc.	http://www.annualreports.com/Company/green-plains-inc
25	Pioneer Natural Resources Company	http://www.annualreports.com/Company/pioneer-natural-resources-company
26	CF Industries Holdings, Inc.	http://www.annualreports.com/Company/cf-industries-holdings-inc
27	Kernel	https://www.kernel.ua/investor-relations/financial-reports/
28	Flowers Foods Inc.	http://www.annualreports.com/Company/flowers-foods-inc
29	Domino's Pizza, Inc.	http://www.annualreports.com/Company/dominos-pizza-inc
30	Kellogg Company	http://www.annualreports.com/Company/kellogg-company

Source for information: <http://www.annualreports.com/>

2. TESTS

1. What is marketing?
 - a) Executing the process of product, prize, promotion, & place.
 - b) Executing the process of product, price, promotion, & place.
 - c) Executing the process of planning, price, people, & place.
 - d) Executing the process of product, price, promotion, & time.
2. Conducting activities to capture the attention about a good or service is called:
 - a) Promotion
 - b) Product
 - c) Place
 - d) Price
3. What does applying the customer-orientation element of marketing enable the business to do?
 - a) Offer products that consumers want to buy
 - b) Coordinate its marketing activities
 - c) Persuade customers to buy its products
 - d) Provide more products than consumers need
4. Marketing activities take place in more than one country
 - a) national marketing
 - b) domestic marketing
 - c) international marketing
 - d) local marketing
5. Domestic marketing is concerned with
 - a) marketing practices within marketer's home country
 - b) comparative marketing
 - c) marketing practices outside the home market
 - d) alternative markets
6. International dimensions of marketing
 - a) Regular foreign marketing
 - b) Global marketing
 - c) Multidomestic or international marketing
 - d) all listed answers
7. Research of types and size and rules of businesses used in International marketing plan
 - a) Legal environment
 - b) Business and technological environments
 - c) Political environment
 - d) Economic environment
8. Research of effects of type of government, level of stability in International marketing plan
 - a) Legal environment
 - b) Business and technological environments
 - c) Political environment
 - d) Economic environment
9. Research of social structure, institutions, role of consumption in International marketing plan
 - a) Legal environment

- b) Business and technological environments
 - c) Political environment
 - d) Economic environment
- 10. Research of Balance of payment trends, Trade barrier in International marketing plan
 - a) Legal environment
 - b) Business and technological environments
 - c) Political environment
 - d) Economic environment
- 11. Agricultural market players
 - a) Logistic companies, retailers
 - b) Accountants, layers, consultants
 - c) Farmers, —consumers, —market middlemen, —government
 - d) Fram owners
- 12. Agrarian markets classification on the basis of time span
 - a) Short period, periodic, long period and secular markets
 - b) Local or village market, regional market, national market
 - c) Wholesale, retail markets
 - d) Private, government
- 13. Agrarian markets classification on the basis of volume of transaction
 - a) Domestic, foreign markets
 - b) Wholesale market, retail market
 - c) Local, regional, national, international markets
 - d) Short period market, periodic market, long period market
- 14. Agrarian markets classification on the basis of degree of competition
 - a) Short period, periodic, long period and secular markets
 - b) Local or village market, regional market, national market
 - c) Wholesale, retail markets
 - d) Perfect, Monopoly, Oligopoly, Monopolistic Competitive Market
- 15. Agrarian markets classification on the basis of public intervention
 - a) Short period, periodic, long period and secular markets
 - b) Local or village market, regional market, national market
 - c) Regulated market, Unregulated market
 - d) Wholesale, retail markets
- 16. Ag markets classification on the basis of market functionaries and accrual of marketing margin
 - a) Farmers market, Cooperative market, General market
 - b) Wholesale, retail markets
 - c) Local or village market, regional market, national market
 - d) Regulated market, Unregulated market
- 17. Functions involved in agricultural marketing
 - a) Exchange functions
 - b) Physical functions
 - c) Facilitation functions
 - d) All listed answers
- 18. Physical functions of AgMarketing involves
 - a) Standardization, Financing, Risk-bearing

- b) Storage, Transportation, Processing
 - c) Buying (assembling), Selling
 - d) All listed answers
19. Exchange functions of AgMarketing involves
- a) Standardization, Financing, Risk-bearing
 - b) Storage, Transportation, Processing
 - c) Buying (assembling), Selling
 - d) All listed answers
20. The United States has cut off all trade with North Korea. This is an example of ...
- a) Embargo
 - b) Quota
 - c) Comparative Advantage
 - d) Trade Deficit
21. Limits on the quantity or value of imported goods
- a) Protectionism
 - b) Embargo
 - c) Quota
 - d) Tariffs
22. The United States imposes a tax on car parts imported from Japan. This is an example of what?
- a) Tariff
 - b) Embargo
 - c) Quota
 - d) Sanctions
23. The giving up of one opportunity in order to pursue another
Opportunity Costs
- a) Trade Deficit
 - b) Protectionism
 - c) Balance of Trade
24. The US gov't refuses to drop import tariffs on Japanese fish to protect American fishermen...
- a) This is an example of protectionism
 - b) This is an example of a quota.
 - c) This is an example of an embargo.
 - d) This is an example of sanctions
25. Arguments for the protection of local industries
- a) keeping money at home, reducing unemployment
 - b) increasing unemployment, enhancing national security
 - c) increasing unemployment, balancing cost and price
 - d) all listed answers
26. Trade barriers are needed ...
- a) to make prices of imported products less competitive
 - b) to make local items more competitive
 - c) all listed answers
27. Reasons for governmental intervention
- a) cultural, social

- b) economic, non-economic
 - c) technological
 - d) all listed answers
28. Instruments of trade control
- a) economic barriers, non-economic barriers
 - b) financial barriers, non-financial barriers
 - c) tariff barriers, non-tariff barriers
29. Non-tariff barriers include...
- a) Import tariffs, Export Tariffs
 - b) Export Tariffs, Transit Tariffs
 - c) Subsidies, Embargoes
 - d) All listed answers
30. According to research, there are three factors that influence consumer buyer behavior:
- a) psychological, personal, and social
 - b) cultural, organizational, and psychological
 - c) internal, external, and social
 - d) economic, social, and personal
31. The social factors influencing consumer-buying behavior include:
- a) Advertising and media
 - b) Prices and interest rates
 - c) Occupation and income
 - d) Gender and education
32. This is the study of consumers and how they make decisions.
- a) Industrial Marketing
 - b) Media research
 - c) Consumer Behavior
 - d) Social Intelligence
33. Three basic types of buyers
- a) classic, conservative, spendthrifts
 - b) tightwads, spendthrifts, middle spendthrifts
 - c) high motivated, motivated, not motivated
 - d) unconflicted, tightwads, spendthrifts
34. Planning method used to evaluate opportunities, strengths, weaknesses and threats of a business
- a) Decision making
 - b) SWAT analysis
 - c) Market Research
 - d) SWOT analysis
35. Consumer behavior models
- a) the black box, the white box, the red box
 - b) tightwads, unconflicted, spendthrifts
 - c) the black box, personal variables complex models
 - d) individual, common, personal variables complex models
36. Focus Groups means...
- a) particular consumers group
 - b) offline-consumers - an independent third party

- c) consumers group that buy similar products
- 37. The black-box model is based on...
 - a) internal stimulus-response
 - b) external stimulus-response
 - c) advertising
 - d) personal opinions, belief systems, values
- 38. Personal variables consumer behavior model is based on...
 - a) consumer characteristics
 - b) external stimulus
 - c) decision process and consumer responses
 - d) personal opinions, belief systems, values
- 39. The Economic Model of Consumer Behavior focuses on...
 - a) the idea of getting the most benefits while minimizing costs
 - b) minimizing costs
 - c) maximizing costs
 - d) all listed answers
- 40. Data being collected by the researcher since the data does not currently exist
 - a) Market research
 - b) Analysis
 - c) Segmentation
 - d) Clustering
- 41. Involves data being collected by the researcher since the data does not currently exist
 - a) Primary research
 - b) Secondary research
 - c) Third-degree research
 - d) Desk research
- 42. Focuses on the comments, suggestions and opinions of respondents
 - a) Quantitative research
 - b) Qualitative research
 - c) Quarterly research
 - d) Shareholders research
- 43. Collection and interpretation of statistical and numerical data for market research purposes
 - a) Quantitative research
 - b) Qualitative research
 - c) Quarterly research
 - d) Shareholders research
- 44. Using data and information that has already been collected by another party (already exists)
 - a) Secondary research
 - b) Secondary sampling
 - c) Primary research
 - d) Field research
- 45. Primary data can be obtained from....
 - a) It costs less to obtain
 - b) It is specific to the nature and purpose of the research
 - c) Less time consuming to produce as it already exists
 - d) The data is less costly to produce as it already exists

46. A key difference between qualitative and quantitative market research is
- One requires primary research, the other secondary
 - Qualitative methods require a large sample size
 - Quantitative methods require a large sample size
 - Quantitative research can be statistically analysed
47. The role of marketing research is unlikely to serve which following purpose?
- Establish lowest cost suppliers
 - Provide up-to-date information
 - Analyse customer reactions to new products
 - Enable marketing strategies to be improved
48. The first three steps of marketing research process consists of (in order):
- Select a Research Method, Collect Data, Analyze Data
 - Define a problem, Develop research plan, Implement the plan
 - Collect Data, Analyze Data, Draw Conclusions
 - Select a Research Method, Define the Question, Collect Data
49. What is a mass market?
- where the needs of customers are very different
 - where the customer needs are too specific
 - where there are no customers
 - where the customer needs are not too specific
50. Strategy in which a company, without any marketing or production organization overseas, sells a product from its home
- FDI
 - Exporting
 - Licensing
 - Manufacturing
51. Agreement that permits a foreign company to use industrial property (patents, trademarks, and copyrights)...
- FDI
 - Exporting
 - Licensing
 - Manufacturing
52. An owner of a valuable brand name can benefit greatly from using this foreign market entry strategy
- FDI
 - Exporting
 - Licensing
 - Manufacturing
53. Franchising is the form of ...
- FDI
 - Exporting
 - Licensing
 - Manufacturing
54. Partnership at corporate level, and it may be either domestic or international
- Joint Venture
 - Manufacturing

- c) Foreign Direct Investment
 - d) Exporting
55. used as a sound strategy for entering a market with a minimum investment and minimum political risks
- a) Licensing
 - b) Management contract
 - c) Manufacturing
 - d) Franchising
56. Firms tend to use...when they enter markets that are characterized by high legal restrictions or investment risks
- a) Licensing
 - b) Management contract
 - c) Manufacturing
 - d) Joint Venture
57. The goal of ... strategy may be to set up a production base inside a target market country as a means of invading it
- a) Foreign Direct Investment
 - b) Exporting
 - c) Franchising
 - d) Manufacturing
58. "Noise" does not affect this stage of the communication process
- a. sender
 - b. encoding
 - c. decoding
 - d. receiver
 - e. all of them can be affected
59. The promotion mix does not include
- a. advertising
 - b. personal selling
 - c. pricing
 - d. publicity
 - e. sales promotion
60. Compared to advertising in terms of promotion dollars, personal selling has a _____ share
- a. larger
 - b. same
 - c. lower
61. Compared to advertising, personal selling
- a. has more noise
 - b. is a one-way communication process
 - c. is less flexible
 - d. is more persuasive
62. This factor enhances sales performance
- a. interesting work
 - b. role conflict
 - c. role ambiguity
63. This is not an advantage of using foreign-born native personnel in their own country

- a. political situation
 - b. local image
 - c. competitive pay scale
 - d. natives' multinational perspective
64. Publicity differs from advertising in this aspect
- a. nonpersonal presentation
 - b. sponsorship
 - c. use of media
 - d. payment to media
65. This component of the promotion mix is temporary in nature
- a. advertising
 - b. personal selling
 - c. publicity
 - d. sales promotion
66. Sales promotion is used to stimulate
- a. consumer demand
 - b. middlemen's support
 - c. both
67. Sales promotion does not work well with products which
- a. are highly competitive
 - b. are of high-unit value
 - c. are standardized
 - d. have high turnover
68. This is an international customs document that facilitates the temporary duty-free importation of product samples
- a. commercial visa
 - b. trade show document
 - c. carnet
69. This document acts as the merchandise passport for products intended for trade shows and fairs by allowing the products to be imported duty-free on a temporary basis
- a. export license
 - b. carnet
 - c. single administrative document
70. This is not an advantage of countertrade
- a. market access
 - b. foreign exchange
 - c. pricing alternative
 - d. efficiency
71. The simplest type of countertrade is
- a. counterpurchase
 - b. parallel barter
 - c. barter
 - d. buyback
72. A one-time direct and simultaneous exchange of products of equal value is
- a. barter
 - b. parallel barter

- c. buyback
 - d. counterpurchase
73. The former Soviet Union bought construction machinery from Japan. In return, the Japanese took Russian timber. This set of parallel cash sales agreements is
- a. counterpurchase
 - b. clearing agreement
 - c. offset
 - d. buyback
74. This type of countertrade is used when a seller provides machinery and agrees to buy the related output (ie, made by that machinery)
- a. counterpurchase
 - b. clearing agreement
 - c. offset
 - d. buyback
75. When a US company is required by China to manufacture its product in China for the right to sell there, this type of countertrade is used
- a. barter
 - b. counterpurchase
 - c. compensation trade
 - d. offset
76. This method of countertrade involves a triangular rather than bilateral trade
- a. barter
 - b. compensation trade
 - c. offset
 - d. switch trading
77. Countertrade incurs extra costs that must be borne by
- a. a selling nation
 - b. a buying nation
 - c. both nations
78. Developing countries that impose countertrade have this characteristic
- a. increasing balance of trade
 - b. declining debt-service ratios
 - c. declining foreign exchange reserve
79. Firms that are likely to benefit from countertrade are:
- a. small firms
 - b. high-technology firms
 - c. firms that are not vertically integrated
 - d. firms that have extensive trade operations
80. Countertrade is
- a. cumbersome
 - b. difficult to get financing from banks
 - c. costly
 - d. a psychological problem
 - e. all of the above

QUESTIONS FOR EXAM
Strategy of International Agrarian Marketing

1. Understanding the meaning and role of marketing
2. Marketing process
3. Marketing concept
4. Marketing plan
5. Process of international marketing
6. Agrarian marketing, main characteristics
7. Agrarian Marketing campaign developing
8. Seven steps to better marketing
9. International dimensions of marketing
10. Domestic marketing vs. international marketing
11. Global Marketing. Multinational Marketing
12. International marketing plan
13. Basis for international trade. Exchange ratios, trade, and gain
14. Principle of absolute advantage
15. Principle of comparative/relative advantage
16. Factor endowment theory
17. Theory of national competitive advantage
18. Porter's diamond
19. Protection of local industries
20. Government: a contribution to protectionism.
21. Economic reasons for governmental intervention
22. Non-economic reasons for governmental intervention
23. Instruments of trade control
24. Marketing barriers: tariff barriers, non-tariff barriers
25. Distribution point: distribution and consumption taxes
26. Perspectives on consumer behavior
27. Factors that affect consumer behavior
28. Types of buyers
29. Collecting consumer behavior data
30. Consumer behavior models
31. Characteristics of three types of consumer decision making
32. Nature of marketing research
33. Elements of marketing research
34. Marketing information sources
35. Primary research, secondary research
36. Market segmentation. The market segmentation process
37. Foreign direct investment (FDI). Exporting. Licensing
38. Management contract. Joint venture. Manufacturing
39. What is a product? Product characteristics, classification
40. New product development
41. Product life cycle in international market
42. Branding decisions

43. Direct and indirect selling channels
44. Types of intermediaries
45. Modes of transportation
46. Cargo or transportation insurance
47. Packing: purpose and objectives. Labeling
48. Promotion strategies: Personal selling, publicity, and sales promotion
49. Promotion and communication. Promotion mix
50. Personal selling
51. The role of advertising.
52. Patterns of advertising expenditures
53. Advertising and regulations
54. Advertising media
55. The role of price. Pricing, pricing strategy
56. Stages for establishing prices
57. Price escalation
58. Alternative pricing strategies
59. Countertrade
60. Price quotation

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