



**Høgskolen i Telemark**

Fakultet for allmennvitenskapelige fag

## **SLUTTEKSAMEN FINAL EXAM**

<b>Course code:</b>	<b>6002</b>
<b>Course name:</b>	<b>Marketing</b>
<b>Studypoints for course:</b>	<b>7.5 studiepoeng</b>
Percentage of total grade:	100 %
Exam date:	December 5, 2011
Exam place:	NEW YORK
Time:	09:00 – 13:00
Language:	ENGLISH
Number of pages incl. coverpage:	2
Allowed resources during exam:	Dictionary Norwegian/English
Special remarks:	Answer FOUR of the five questions. The first four questions attempted will be graded.
Number of attachments:	0



**ENGLISH:**

**Question 1:**

Discuss how a nationwide fashion retailer could utilize (a) observations, (b) focus groups, (c) surveys, and (d) behavioral research approaches, in order to measure customer responses to store layout, POP communications, and/or product assortment. In your discussion, explain how different instruments such as questionnaires or technological devices could aid in the research process.

**Question 2:**

In the context of home furniture needs, describe the Consumer Buying Process with a particular emphasis on post-purchase behaviors, and explain how (a) perceived risk and (b) involvement could affect a consumer's degree of participation in the process.

**Questions 3:**

Explain the role of brands and list the advantages associated with building strong brands. Using Young & Rubicam's *Brand Asset Valuator Model (BAV)*, explain the components of Brand Equity and suggest how apparel labels *Patagonia* and *Lacoste* could improve their respective positions.

**Question 4:**

Describe the typical Product Life Cycle (PLC) for consumer electronics and discuss the competitive situations and recommended strategic marketing responses at each of the four stages.

**Question 5:**

Explain the reasons why a regional Norwegian fashion retailer might wish to pursue global market opportunities, and outline the risks associated with expanding internationally. Discuss the general modes of foreign-market entry that are available to the retailer.