



Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

FINAL EXAM

Course code:	6002
Course name:	Marketing
Studypoints for course:	7.5 studiepoeng
Percentage of total grade:	100 %
Exam date:	November 26, 2012
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

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



ENGLISH:

Question 1:

On October 1, 2012, *Kraft Foods Inc* changed its name to *Mondelēz International* and spun off several brands into a new company called *Kraft Foods Group*. Whereas *Kraft Foods Group* concentrates on the North American food and beverage markets, *Mondelēz* focuses on global expansion. In order to take that expansion to Norway, you have been hired as a corporate marketing manager at *Mondelēz*. To prepare your first presentation to your new employees: (1) explain the concept of marketing and the nature and tasks of marketing management; (2) list and explain key customer markets and provide specific examples of what could be marketed; (3) list and explain major societal forces affecting marketing; and (4) explain different types/dimensions of needs.

Question 2:

Fashion retailer *Moods of Norway* expanded into New York City in the Fall of 2012 and hired you as their Director of Marketing. Your first task is to develop the mission statement for the NYC subsidiary and to decide on the source(s) of its competitive advantage(s). (1) Explain in detail the components that constitute a “good” mission statement and discuss the major competitive spheres that the retailer would have to address to be sufficiently prepared for different types of competition. (2) Explain the nature of a competitive advantage and give specific examples for the two main types of sources for competitive advantages. (3) Which questions would you have to address as part of a Market Opportunity Analysis?

Question 3:

According to an October 2012 press release by *NPDG*, a market research firm based in NYC, the menswear market has the potential to lead the apparel industry out of the recession. To take advantage of that market opportunity, fashion retailer *Alton Lane* hires you as the director of its market research unit at the NYC location and instructs you to generate data that allows an understanding of the shopping habits of the menswear segment. Discuss how the retailer could utilize (1) observations, (2) focus groups, (3) surveys, and (4) 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 4:

On October 12, 2012, luxury brand retailer *Intermix* (e.g., *Yves Saint Laurent*, *Hever Leger*, *Rag & Bone*) announced the launch of an initiative aimed at better understanding its customers’ behaviors. You are hired as a marketing expert to explain the underlying processes taking place when consumers make decisions. (1) Describe the Consumer Buying Process with a particular emphasis on post-purchase behaviors, and (2) explain how (a) perceived risk, (b) involvement, and (c) type of decision could affect a consumer’s degree of participation in the process.

Question 5:

As the new Marketing Director at Norwegian bike manufacturer *Den Beste Sykkel (DBS)*, you are responsible for developing a communications campaign to support the 2013 launch of the new *Intruder* (Terreng), *Eco* (Spesialsykel), and *Café* (Classic) product lines. In preparation for the campaign: (1) explain the communications process and its elements; (2) list and explain the steps in developing effective communications; and (3) explain AIDA and its importance to developing an effective campaign.