



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:	May 7, 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



ENGLISH:

Question 1:

Using apparel producer *The North Face* as an example, explain – in detail – how motivation, perception, and learning may influence consumer behavior, and suggest specific managerial actions to adequately respond to opportunities and threats resulting from these psychological processes.

Question 2:

Department-store chain *R.H. Macy & Company* (“*Macy’s*”) is expanding to Oslo and has hired you as Senior Merchandising Manager to build their brand-new Norwegian buying center. In preparation for a meeting with potential employees: (a) explain organizational buying; (b) compare and contrast the characteristics of business markets versus consumer markets; (c) explain the different roles that the members of your Buying Center would have to perform; and (d) briefly outline the stages in the Organizational Buying Process.

Question 3:

You are the new Head of Marketing at struggling Norwegian bike manufacturer *Den Beste Sykkel* (*DBS*). In an attempt to revive *DBS* by expanding the brand to other product categories, the market research department has provided you with the results of a segmentation of the Norwegian skateboarding market, identifying several distinct segments. In order to make a decision on whether (and how) to target the segments: (a) explain the criteria you would apply to analyze the segmentation’s effectiveness; (b) determine the intrinsic long-term attractiveness of the skateboarding market by using Porter’s Five Forces; and (c) outline three approaches you could choose if you decided to pursue one or more the identified segments.

Question 4:

In the context of the consumer-goods classification, explain how buyers make choices in each of the four groups, and suggest marketing approaches that effectively respond to the specific characteristics of each type of consumer goods. In addition, explain – in detail – how a marketer of consumer goods can differentiate their offering in the areas of “core product” and “added services”.

Question 5:

As the new Marketing Communications Director at *Porsche AG*, you are responsible for developing an integrated campaign to support the launch of the updated Porsche 911. In preparation for the campaign: (a) list and briefly explain the different modes of communications that are available to you; (b) list the steps in developing effective communications; (c) in detail, compare and contrast the two mass communications approaches Television and Print Advertisement; and (d) explain AIDA and its importance to developing an effective campaign.