



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:	December 9, 2013
Exam place:	NEW YORK
Time:	02:00 – 06:00 p.m.
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:

On November 1, 2013, Norwegian luxury fashion retailer *Batlak og Selvig* announced its plans to expand into New York City. You applied for the position of Director of Marketing and were hired. Your first task is to develop the mission statement for the NYC subsidiary of *Batlak og Selvig* and to decide on the source(s) of its competitive advantage(s). (a) 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. (b) Explain the nature of a competitive advantage and give specific examples for different means of differentiation. (c) Which questions would you have to address as part of a Market Opportunity Analysis?

Question 2:

On October 15, 2013, *Cecilie Juvodden*, founder and head designer of Norwegian clothing label *Maggie Wonka*, 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. (a) Describe the Consumer Buying Process with a particular emphasis on post-purchase behaviors, and (b) explain how (i) perceived risk, (ii) involvement, and (iii) type of decision could affect a consumer’s degree of participation in the process.

Question 3:

On October 30, 2013, Norwegian corporation *Norsk Hydro ASA*, a Norwegian aluminum and renewable energy company with 13,000 employees and operations in 50 countries, announced major investments in responsible technologies and innovative business solutions, requiring extensive organizational buying activities. (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 the firm’s Buying Center have to perform; and (d) briefly outline the stages in the Organizational Buying Process.

Question 4:

According to an August 2013 *Euromonitor International* country report, “*Norwegian consumers of electronics appreciate innovative devices. Waiting or seeking for the best sometimes pushes consumers to postpone the purchases as they seek information about upcoming new models. Manufacturers in the market have already spotted the urge for the multifunctional and high-end products.*” (a) In the context of consumer electronics, describe the typical Product Life Cycle (PLC) and discuss the competitive situations and recommended strategic marketing responses at each of the four stages. (b) Follow your discussion with a brief explanation of the concept of adopter categorization (or: adoption of innovation over time) and its five distinct groups.

Question 5:

You have been asked to inform the employees of Norwegian food manufacturer *Fjordland*, best known for its brands *Brelett*, *Bremykt*, and *Kos*, about the basic consumer-goods classification; more precisely, (a) explain in detail 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. (b) In addition, explain in detail how a marketer of consumer goods can differentiate their offering in the areas of “core product” and “added services”.