



**Høgskolen i Telemark**

Fakultet for allmennvitenskapelige fag

## 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:	May 11, 2013
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 <b>FOUR</b> of the five questions. The first four questions attempted will be graded.
Number of attachments:	0



**ENGLISH:**

**Question 1:**

In the context of the North American fashion and apparel industry, (a) explain Branding and Brand Equity, (b) discuss Young & Rubicam's *Brand Asset Valuator Model (BAV)*, and (c) suggest how brands in each of the four *BAV* quadrants could improve their respective positions. Be specific in your responses and provide details and examples.

**Question 2:**

On April 9, 2013, *Rieber & Søn* – one of Norway's leading food companies distributing more than 20 brands in 12 countries throughout Europe – announced that they were entertaining the idea of a market entry into the United States, with desired initial marketing and distribution operations along the East Coast due to its easy accessibility from Norway and its global consumer culture, particularly in NYC. The market research department provided the results of a comprehensive segmentation, identifying several distinct segments for the brands *Vossafar*, *Heistad*, *Vestlandslefsa*, and *Toro*. Assume that you are the Director of Global Marketing at *Rieber & Søn*. In order to make a decision on whether (and how) to target any of the various segments for each of the four brands: (a) explain the criteria you would apply to analyze the segmentation's effectiveness; (b) explain the four groups of variables that were used to generate the segments; (c) explain how you would determine the intrinsic long-term attractiveness of the markets by using Porter's Five Forces; and (d) outline three targeting approaches that you could choose if you decided to pursue one or more of the identified segments.

**Question 3:**

On March 17, 2013, Norwegian microbrewery *Nøgne Ø* identified New York City as their most important international metropolitan market. Having started out brewing in a garage in Grimstad in 2002, the firm's global sales of brands such as *Dark Horizon*, *Red Horizon*, *Imperial Stout*, and *Tiger Tripel* are now exceeding US\$6 million. Considering that the brewery was originally founded to provide a culinary companion to the salty and smoked-foods cuisine of Norway only, (a) explain why the company might have wished to pursue global market opportunities, (b) outline the risks associated with expanding internationally, and (c) discuss the general modes of foreign-market entry that were available to the firm.

**Question 4:**

In March 2013, *Norsk Markedsanalyse Forening* signed a major contract with an unnamed European apparel manufacturer to conduct a comprehensive research project aimed at identifying the reasons for a recent decline in the client's sales and overall corporate performance. In the context of this contract, (a) list and briefly explain the six steps in the marketing research process, (b) discuss the characteristics of good research, and (c) list and briefly discuss a total of 15 internal and external marketing metrics that help to analyze and interpret corporate performance.

**Question 5:**

On February 28, 2013, Norwegian corporation *Statoil*, a NYSE-listed energy company with over 20,000 employees and operations in more than 30 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.