Marketing; 03.11.2022

Mainly exam tips

* Shared with the business exam
* Space between the questions is for the answers
* Extra paper in exam room
  + Make note to inform the lecturer
  + Better not on back
* Write in Druckschrift
  + Alles was mir in den Kopf kommt aufschreiben (richtig aufschreiben)
  + Underline key words if enough time
  + Read question carefully
* Do not rewrite the question (What r the 4P? 🡪 the 4p are …)
* Full sentences or not depending on the situation
* If identify and explain 🡪 do not forget to explain
* Points & space give guide on how much there is to write
* Types:
  + Likely short scenarios 🡪 apply knowledge
  + Always give context in answer so both different answers can be correct (e.g. Begründen)
* Not always all bases and variables but most of the time one overriding and maximum 2 or 3 bases