

Written Exam at the Department of Economics summer 2018

**Marketing**

Final Exam

29 May 2018

(3-hour open book exam)

Answers only in English.

**This exam question consists of 2 pages in total**

*NB: If you fall ill during an examination at Peter Bangsvej, you must contact an invigilator in order to be registered as having fallen ill. In this connection, you must complete a form. Then you submit a blank exam paper and leave the examination. When you arrive home, you must contact your GP and submit a medical report to the Faculty of Social Sciences no later than seven (7) days from the date of the exam.*

**Be careful not to cheat at exams!**

- You cheat at an exam, if during the exam, you:
- Make use of exam aids that are not allowed
- Communicate with or otherwise receive help from other people
- Copy other people's texts without making use of quotation marks and source referencing, so that it may appear to be your own text
- Use the ideas or thoughts of others without making use of source referencing, so it may appear to be your own idea or your thoughts
- Or if you otherwise violate the rules that apply to the exam

### **Exercise 1)**

Think of a brand in the product category "copymachines" on the BtB market and answer the following questions:

- 1) Analyze the product (copymachine) seen from a customer/marketing point of view.
- 2) Discuss how the decision-making process on buying new copymachines could be practiced in the target group: universities
- 3) Recommend relevant promotion parameters and message strategies for a marketer of copymachines to this target group
- 4) Discuss some general challenges in marketing to big companies/institutions.

### **Excercise 2)**

Based on a definition of 1) a brand and 2) a service product you shall

- 1) Discuss some of the challenges for a marketer in building up brand equity,
- 2) What are the special challenges for at marketer of a service product?
- 3) Illustrate with your own examples from real life

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There will be an overall evaluation of the answers based on the 7-point scale