

## EXAMINATION

Course code: SFBE51107	Course: Introduction to Marketing
Date: 10.12.2013	Duration from 9.00 to 13.00
Permitted sources: Mother tongue - English dictionary	Lecturer: Juliane Riese
<p>The examination: The examination papers consist of <b>5</b> pages inclusive this page. Please check that the examination papers are complete before you start answering the questions.</p> <p><i>All questions in part A and B must be answered. You may answer either in English or Norwegian.</i></p>	
Date of announcement of the examination results: <u>14.01.2014</u>	
The examination results will be made available on the Studentweb no later than two workdays after the announcement of the examination results ( <a href="http://www.hiof.no/studentweb">www.hiof.no/studentweb</a> ).	

# **Exam for the course SFBE51107, Introduction to Marketing, Fall Term 2013**

**Østfold University College, Halden, Norway**

**The exam consists of 7 questions on 4 pages.**

**You may use a mother tongue – English dictionary. No other aids are permitted.**

**You may answer in English or Norwegian.**

## **Part A: Multiple Choice (max. 20 points)**

**Choose one answer to each question in Part A. Write the number of the question and the letter of the correct answer on your exam paper.**

**You will get 4 points for each correct answer. You will get 0 points for a wrong answer (there are no negative points).**

### **Question 1. Basic concepts of marketing.**

Which of the following statements is **true**?

Marketing experts speak of “marketing myopia”

- a) when a seller pays more attention to their marketing strategy than to the production process accomplished through their supply chain.
- b) when a seller’s marketing effort is the task of a specialized marketing department and the other functions fail to “think consumer”.
- c) when a seller pays more attention to the specific products they offer than to the benefits and experiences produced by these products.
- d) when a seller pays more attention to making a short-term profit than to building long-term profitable customer relationships.

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## Question 2. Company and marketing strategy; marketing planning; marketing analysis.

Which of the following statements is true?

- a) According to Michael Porter, there are three basic types of competitive advantage a firm can possess: low cost, differentiation, or focus.
- b) Market penetration is the strategic option of entering new markets with existing products.
- c) Strategic planning is the process of developing and maintaining a strategic fit between the organization's goals and its capabilities.
- d) In many industries, Michael Porter's three generic strategies cost leadership, differentiation, and focus can profitably coexist.

## Question 3. Consumer behavior; Foucault on power and governmentality.

Which of the following statements is true?

- a) According to Wilkinson and Pickett, greater inequality seems to heighten people's social evaluation anxieties by increasing the importance of social status, which may lead to increased consumption.
- b) According to research in the tradition of Michel Foucault, modern societies seem to replace individuals' subjectivity with subjection.
- c) According to Michel Foucault, the modern state seems to have acquired pastoral power, which means that it can control individuals' personal decision-making processes.
- d) According to research in the tradition of Michel Foucault, neoliberalism seems to shift individual risks into the social domain.

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## Question 4. Marketing research.

Which of the following statements is **false**?

- a) Ethnographic marketing research involves researchers observing consumers in their 'natural habitat'.
- b) Probability sampling for a marketing research study means choosing a segment of the population to be studied in such a way that each population member has a known chance of being included in the sample, and researchers can calculate confidence limits for sampling error.
- c) The constructivist paradigm emphasizes the importance of using simple, direct and unbiased questions in marketing research in order to access people's reality constructions.
- d) It is important to protect marketing research participants against manipulation and misuse of the research.

## Question 5. Segmentation, targeting and positioning.

Which of the following statements is **true**?

- a) Market segmentation is the process of evaluating the attractiveness of different market segments and selecting one or more segments to enter.
- b) A brand's value proposition is the full mix of benefits upon which the brand is positioned.
- c) The process of arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers is known as target marketing.
- d) Brand valuation is the positive differential effect that knowing the brand name has on customer response to a product or service.

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## Part B: Text questions (max. 40 points)

### Question 6. Bourdieu's theory of practice. (max. 20 points)

Note that you are expected to answer this question in the form of a **proper text**, not merely a "bullet point list" or similar.

- a) Explain what Pierre Bourdieu means by "habitus".
- b) Cultural practices and preferences (sometimes summed up under the term "lifestyle") are closely linked to educational level and social origin. Explain why this is so, according to Pierre Bourdieu.

### Question 7. Businesses' Social Responsibility (CSR). (max. 20 points)

Note that you are expected to answer this question in the form of a **proper text**, not merely a "bullet point list" or similar.

- a) Explain what is meant by "Corporate Social Responsibility" (sometimes also called "Businesses' Social Responsibility") and by an "instrumental perspective on Corporate Social Responsibility".
- b) Name and explain three instrumental arguments for CSR (three instrumental arguments why a firm should engage in CSR).