

Exam for the course SFBE51107, Introduction to Marketing, Spring Term 2014

Østfold University College, Halden, Norway

The exam consists of 7 questions.

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**?

- a) The so-called marketing mix consists of “the four Ps”: product, price, position, and provision.
- b) Customer satisfaction with a product or service depends on the product or service’s performance relative to that of competing offers.
- c) A company’s customer equity is defined as the share of income that the average customer spends on products or services offered by the company.
- d) Demarketing is practiced to reduce the number of customers or to shift their demand temporarily or permanently.

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Question 2. Bourdieu's theory of practice.

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

- a) According to Pierre Bourdieu, habitus is a system of classified and classifying practices and tastes.
- b) According to Pierre Bourdieu, habitus is produced through conditionings associated with a particular class of conditions of existence.
- c) According to Pierre Bourdieu, habitus can be seen as embodied or incorporated capital.
- d) According to Pierre Bourdieu, habitus is not under the control of will or conscious decision and can be transmitted from body to body.

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

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

- a) According to research in the tradition of Michel Foucault, if a subject consents to government, this means there is no exercise of power.
- b) According to research in the tradition of Michel Foucault, modern societies try to eradicate individuals' subjectivity.
- c) A consumer's post-purchase behavior depends on the relation between the product's performance and the product's perceived performance.
- d) According to research in the tradition of Michel Foucault, neoliberalism seems to shift social risks into the domain for which the individual is responsible.

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Question 4. Marketing research.

Which of the following statements is true?

- a) The survey is a research technique which is particularly suitable for obtaining information that people are unwilling or unable to provide.
- 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 that the results of market research should be valid, reliable and objective.
- d) The term secondary data indicates data that are less reliable than primary data.

Question 5. The marketing environment.

Which of the following statements is false?

- a) SWOT analysis takes an outside-in perspective on firm strategy: it proceeds from the assumption that strategy should be based on analysis of the firm's environment rather than on analysis of its internal resources.
- b) Neoliberalism proposes policy measures such as privatization of government services, and liberalization and deregulation of markets.
- c) If a firm's marketing is managed by a specialized marketing department, this may have the counterproductive effect that other departments take too little responsibility for the firm's marketing.
- d) According to Wilkinson and Pickett, the increase in inequality that we have seen in developed countries over the past decades seems to have heightened people's social evaluation anxieties by increasing the importance of social status.

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Part B: Text questions (max. 40 points)

Question 6. Marketing strategy. (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) A marketing strategy can be defined as “the marketing logic by which the company hopes to build strong and profitable customer relationships.” Explain the three parts of a **customer-centered marketing strategy: market segmentation, target marketing, and market positioning**.
- b) Explain the three **generic strategies** a firm can adopt according to **Michael Porter**.

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 Freeman’s **stakeholder perspective**.
- b) Explain what is meant by businesses’ social responsibility (CSR). Freeman claims that if a firm adopts his stakeholder approach, then it does not have to engage in social responsibility (CSR) efforts. Why not?