

## EXAMINATION

Course code: SFBE51114	Course: Introduction to Marketing
Date: 10.12.2014	Duration from 9.00 to 13.00
Permitted sources: Mother tongue - English dictionary	Lecturer: Ellinor Torsein
<p>The examination: The examination papers consist of <b>3</b> pages including this page. Please check that the examination papers are complete before you start answering the questions.</p> <p><i>All questions must be answered. You may answer either in English or Norwegian.</i></p>	
Date of announcement of the examination results: <u>12.01.2015</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> ).	

10 Multiple Choice questions, 1 point per question and 3 essay questions worth 10 point each equal a total of 40 points. To pass the exam, 20 points are required.

### Multiple Choice-questions

1. The company can design the marketing strategy according to one of five alternative concepts. If the company focuses on the needs and wants of target markets, the company uses...

- a) The production concept
- b) The selling concept
- c) The marketing concept

2. What is a SWOT-analysis?

- a) An evaluation of the company's overall strengths, weaknesses, output and trends.
- b) An evaluation of the company's overall strengths, weaknesses, opportunities and threats.
- c) An evaluation of the company's overall stakeholders, warranties, opportunities and threats.

3. What are the major forces in the company's macro environment?

- a) Demographic, economic, natural, technological, political and cultural forces
- b) Socio-cultural, legal, economic, political and technological forces
- c) Political, economic, socio-cultural, technological, legal and ecological forces

4. In a business buying situation where the buyer reorders something without modifications, we are talking about a

- a) Straight rebuy
- b) Modified rebuy
- c) New task

5. The STP process consists of the steps of

- a) Segmentation, Targeting and Product development
- b) Segmentation, Targeting and Positioning
- c) Segmentation, Targeting and Partnership

6. Armstrong et al discuss three levels of a product. What is the augmented product about?

- a) Additional customer benefits added to the product, such as after sales services
- b) The problem solving benefits of a product, such as transportation
- c) The actual product in the form of design, brand and packaging

7. What is cost-based pricing about?

- a) Using the buyer's perception of value as key to pricing
- b) Adding a mark-up to the cost of a product
- c) Setting a price that matches the price of competitors

8. What is non-store retailing about?

- a) *Alternative outlets apart from traditional stores*
- b) Mail order, tv-shopping, telemarketing and online shopping
- c) *Increasing possibilities of multichannel and hybrid marketing systems*

9. When the company gets others to report about them and their products, they are using the promotional tool

- a) Direct marketing
- b) Personal selling
- c) Public relations

10. Marketing receives much criticism. Among other things, it is argued that companies use planned obsolescence. What is this?

- a) When marketers use deceptive practices such as using misleading package sizes.
- b) When products become obsolete before they should need replacement.
- c) When consumers are being discriminated.

### **Essay questions**

1. Armstrong et al state that consumers make buying decisions in a process consisting of five stages. This process is called the buyer decision process. Describe and explain the buyer decision process, please use examples.
2. The promotion mix consists of five different tools. Describe each of the promotion tools and discuss in what situations they may be appropriate.
3. Internet brings with it both opportunities and challenges for consumers and companies. Choose, describe and discuss one such aspect: First, motivate your choice. Second, describe what it is about. Finally, discuss how its implications can be both positive and negative.