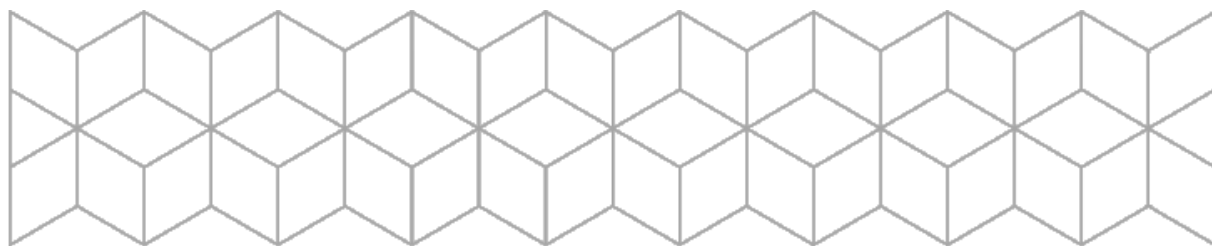


EXAMINATION

Course code: SFBE51114	Course: Introduction to Marketing
Date: January 8, 2019	Duration: 4 hours
Permitted sources: Mother tongue – English dictionary	Lecturer: Marjo Rynning
The examination: The examination papers consist of 3 pages inclusive this page. The exam questions are on page 2, the Case that you should relate your answers to questions 2.a and 2.c is on pages 3. The rest of the questions have no direct reference to the Case. Please check that the examination papers are complete before you start answering the questions. Each question contributes to the total sum of 100 points as specified. Consider the weight of each question and use your time wisely!	
Date of announcement of the examination results: 29.1.19 The examination results are available on the Studentweb.	



QUESTIONS

1. How does demand for products/services by business buyers differ from demand by consumer buyers? (10 p)
2. Segmentation and targeting (30 p). For 2.a and 2.c, READ the CASE for reference.
 - a) In marketing textbooks, there are general categories of segmentation variables. Describe the main categories and give two examples of each category with reference to potential use for the consumer market for Electric vehicles (EV). (15 p)
 - b) In order for any segment under consideration to be useful, it has to fulfill several criteria. Explain the main criteria. (10 p)
 - c) Suggest a good target segment for an Electric car brand of your choice. Give sound reasons in support of your choice. Make use of your “frameworks” in a. and b. (5 p)
3. Sales of new Electric vehicles (EV) will in the next few years move from the growth stage to the maturity stage. What are the differences between the two stages with respect to the size of the market, customers, competitors, economic results, objectives, and the use of the marketing mix elements? (20 p)
4. What factors about an innovative product or service influence the initial price range between minimum and maximum price? Explain which factors contribute and in which direction. How does the importance of the factors differ, if other variants of the product/service by other producers are already in the market? (20 p)
5. What is secondary data and primary data? Give two examples of each type of data. Compared to primary data, what general advantages and disadvantages are associated with secondary data? (10 p)
6. One of the components of a marketing mix is promotion. A promotion mix, also called marketing communication mix, typically consists of several tools that communicate customer value in an integrated manner. - Describe the major categories of tools in the communication mix and discuss them in terms of level of costs, credibility, and potential for relationship building. (10 p)

CASE: SALES OF NEW ELECTRIC CARS REACH NEW HEIGHTS IN NORWAY



October 1st, 2018, we could read on the internet the following news about electric passenger cars in Norway (this is a shortened version):

“The new car sales numbers for September from Norway are in and the country, known for spearheading electrification, is reaching new levels of electric domination and low emission average. About 45% of the 10 620 **new** passenger car registrations in Norway last month were all-electric vehicles and the number goes up to 60% when including plug-in hybrids, according to official registration data. It is a new record for the country.

Average CO2 emissions of new cars registered are now at a record low of 55g per km, which is an impressive 16g per km lower than in September 2017. The director of the Road Traffic Advisory Board commented: “Such a large increase in electric cars caused a record low CO2 emission of 55g/km ... this is the lowest level we have ever measured.”

Unsurprisingly, diesel car sales are down, but all-electric vehicles sales also appear to be getting market shares from plug-in hybrids.

Tesla delivered about 2,300 cars in the country during the third quarter and over 2,000 of them in the last month. We are kind of getting used to Norway breaking new records for electric vehicle adoption, but it is still quite impressive. Mostly because they are doing it with limited options on the market. They get more EV options than your average market, but it is still somewhat limited. Can you imagine what will happen when the Model 3 is available? When the Audi E-tron is available, and all those other all-electric vehicles coming to market in the next 2-3 years? Norway aims for all **new** cars to be all-electric by 2025. I think they will hit that goal easily. The last few percentage points are going to be hard, but I see them getting to ~90% by 2020.”

Is it for everyone? Battery electric vehicles (BEVs) come in all shapes and sizes, and which EV is best for you will depend on a variety of factors. You will need proper access to charging points at work and/or home, so you can top up your battery enough to meet your daily range. Other considerations are, for example, your daily mileage and your overall budget. Can you think of a few other considerations?