

Written Exam for the M.Sc. in Economics summer 2012

Marketing

Final Exam

14 June, 2012

(3-hour open book exam)

Please note that the language used in your exam paper must correspond to the language of the title for which you registered during exam registration. I.e. if you registered for the English title of the course, you must write your exam paper in English. Likewise, if you registered for the Danish title of the course or if you registered for the English title which was followed by “eksamen på dansk” in brackets, you must write your exam paper in Danish.

If you are in doubt about which title you registered for, please see the print of your exam registration from the students' self-service system.

Questions for the 3 hours written examination in Marketing

Q 1)

Discuss some of the important models and checklists to take into consideration when doing a marketing audit.

Q 2)

Based on a definition on the BtC and BtB market you shall 1) give examples on marketers/companies who are operating at both markets and 2) explain the basic differences between the two markets.

Q 3)

The promotion mix is a very complex and fragmented parameter for the marketer. Describe and characterize three of the specific promotion instruments including some strengths and weaknesses.

DANSK:

Sp. 1)

Diskuter nogle vigtige modeller og checklister, der bør indgå i en marketing audit/situationsanalyse.

Sp.2)

Med udgangspunkt i en definition af BtC og BtB markedet bedes du 1) give eksempler på markedsførere/virksomheder, der opererer på begge markeder og 2) forklare de væsentligste forskelle på de to markeder

Sp.3)

Promotion mix'et er en kompleks og fragmenteret handlings parameter for markedsføreren. Beskriv og karakteriser tre konkrete promotion instrumenter og herunder deres styrker og svagheder.